

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 4, 1984

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	GRAMMY AWARDS(S)	30.8	25,810
2	MASTER OF THE GAME PT.3(S)	28.2	23,630
3	MASTER OF THE GAME PT.2(S)	27.7	23,210
4	ABC SUNDAY NIGHT MOVIE	25.9	21,700
4	DALLAS	25.9	21,700
6	SPECIAL MOVIE PRSNT-SUN(S)	25.1	21,030
7	SIMON & SIMON	24.2	20,280
8	60 MINUTES	23.9	20,030
9	ABC MONDAY NIGHT MOVIE	23.6	19,780
9	DYNASTY	23.6	19,780
11	FALCON CREST#	21.7	18,180
12	MAGNUM, P.I.	21.5	18,020
13	A TEAM	21.1	17,680
14	KNOTS LANDING	21.0	17,600
15	FALL GUY	20.6	17,260
15	HOTEL	20.6	17,260
17	TV BLOOPERS & PRAC. JOKES	19.9	16,680
18	SCARECROW & MRS. KING#	19.4	16,260
19	LOVE BOAT	19.1	16,010

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	GRAMMY AWARDS(S)	23.5	51,670
2	SPECIAL MOVIE PRSNT-SUN(S)	23.1	50,800
3	MASTER OF THE GAME PT.2(S)	17.9	39,420
4	MASTER OF THE GAME PT.3(S)	17.6	38,800
5	ABC MONDAY NIGHT MOVIE	17.5	38,490
6	DALLAS	16.3	35,980
7	A TEAM	16.2	35,690
8	SIMON & SIMON	16.1	35,440
9	ABC SUNDAY NIGHT MOVIE	15.9	34,940
10	MAGNUM, P.I.	15.6	34,270
11	FALL GUY	15.1	33,350
12	DYNASTY	14.9	32,810
13	60 MINUTES	14.4	31,730
14	TV BLOOPERS & PRAC. JOKES	13.8	30,300
15	KNIGHT RIDER#	13.3	29,240
16	WEBSTER	13.2	29,000
17	THAT'S INCREDIBLE#	13.1	28,850
18	FALCON CREST#	13.1	28,800
19	KNOTS LANDING	12.7	27,950

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	GRAMMY AWARDS(S)	27.2	23,770
2	MASTER OF THE GAME PT.2(S)	23.9	20,920
3	MASTER OF THE GAME PT.3(S)	23.8	20,780
4	DALLAS	23.0	20,150
5	ABC SUNDAY NIGHT MOVIE	22.2	19,380
6	DYNASTY	21.7	19,000
7	SIMON & SIMON	19.7	17,200
8	FALCON CREST#	19.4	16,970
9	KNOTS LANDING	19.4	16,950
10	ABC MONDAY NIGHT MOVIE	18.7	16,380
11	60 MINUTES	18.2	15,910
12	HOTEL	18.1	15,870
13	SPECIAL MOVIE PRSNT-SUN(S)	17.8	15,540
14	FALL GUY	17.0	14,830
14	MAGNUM, P.I.	17.0	14,830
16	LOVE BOAT	15.2	13,270
17	TV BLOOPERS & PRAC. JOKES	15.1	13,190
18	WEBSTER	15.0	13,160
19	SCARECROW & MRS. KING#	14.5	12,720

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SPECIAL MOVIE PRSNT-SUN(S)	22.9	18,060
2	GRAMMY AWARDS(S)	18.4	14,550
3	MASTER OF THE GAME PT.2(S)	18.2	14,350
4	MASTER OF THE GAME PT.3(S)	17.8	14,010
5	60 MINUTES	16.7	13,200
6	SIMON & SIMON	15.4	12,170
7	ABC MONDAY NIGHT MOVIE	15.4	12,160
8	HILL STREET BLUES#	15.2	11,980
9	ABC SUNDAY NIGHT MOVIE	15.0	11,830
10	MAGNUM, P.I.	14.7	11,580
11	A TEAM	14.6	11,530
12	DALLAS	14.5	11,440
13	HARDCASTLE & MCCORMICK#	14.0	11,060
14	FALL GUY	13.2	10,400
15	DYNASTY	13.2	10,380
16	TV BLOOPERS & PRAC. JOKES	12.7	10,010
17	TV CENSORED BLOOPERS #7(S)	12.4	9,770
18	SPECIAL MOVIE PRSNT-SAT(S)	12.3	9,700
19	MIKE HAMMER#	12.1	9,550
20	KNIGHT RIDER#	12.1	9,530
21	FALCON CREST#	11.8	9,270
21	20/20	11.8	9,270

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 4, 1984

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	GRAMMY AWARDS(S)	31.1	17,080
2	SPECIAL MOVIE PRSNT-SUN(S)	21.1	11,610
3	ABC MONDAY NIGHT MOVIE	20.4	11,210
4	ABC SUNDAY NIGHT MOVIE	20.1	11,060
5	DYNASTY	19.1	10,500
6	MASTER OF THE GAME PT.3(S)	18.2	10,020
7	SIMON & SIMON	17.3	9,520
8	MASTER OF THE GAME PT.2(S)	17.2	9,470
9	KNOTS LANDING	17.1	9,400
10	DALLAS	16.9	9,270
11	FALL GUY	15.9	8,750
12	HILL STREET BLUES#	15.0	8,220
13	CHEERS	14.4	7,930
14	MAGNUM, P.I.	14.4	7,920
15	HOTEL	14.3	7,880
16	FALCON CREST#	13.9	7,660
16	TV BLOOPERS & PRAC. JOKES	13.9	7,660
18	WEBSTER	13.5	7,440
19	KNIGHT RIDER#	13.1	7,210

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MASTER OF THE GAME PT.2(S)	35.9	9,660
2	DALLAS	34.9	9,380
3	MASTER OF THE GAME PT.3(S)	34.2	9,210
4	FALCON CREST#	30.4	8,170
5	60 MINUTES	28.7	7,710
6	DYNASTY	24.8	6,670
7	SIMON & SIMON	24.5	6,580
8	LOVE BOAT	24.1	6,470
9	ABC SUNDAY NIGHT MOVIE	23.9	6,440
10	HOTEL	23.7	6,370
11	KNOTS LANDING	23.6	6,340
12	MAGNUM, P.I.	22.8	6,120
13	SCARECROW & MRS. KING#	21.6	5,810
14	SUZANNE PLESSETTE SHOW#	20.6	5,540
15	GRAMMY AWARDS(S)	19.9	5,360
16	CBS EVENING NEWS-RATHER	18.5	4,970
17	BENSON	18.4	4,940
18	FALL GUY	17.8	4,800

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SPECIAL MOVIE PRSNT-SUN(S)	27.2	14,470
2	GRAMMY AWARDS(S)	21.4	11,380
3	HILL STREET BLUES#	17.8	9,470
4	ABC MONDAY NIGHT MOVIE	16.5	8,780
5	HARDCASTLE & MCCORMICK#	15.0	7,980
6	SIMON & SIMON	14.5	7,710
7	A TEAM	14.0	7,450
8	ABC SUNDAY NIGHT MOVIE	13.5	7,190
9	KNIGHT RIDER#	13.2	7,010
10	MAGNUM, P.I.	13.1	6,960
11	MASTER OF THE GAME PT.3(S)	13.1	6,940
12	TV CENSORED BLOOPERS #7(S)	12.8	6,810
13	SPECIAL MOVIE PRSNT-SAT(S)	12.7	6,760
14	MASTER OF THE GAME PT.2(S)	12.1	6,460
15	RIPLEY'S BELIEVE IT-NOT	12.1	6,410
16	TV BLOOPERS & PRAC. JOKES	12.0	6,390
17	MIKE HAMMER#	11.7	6,200
18	FALL GUY	11.5	6,120
19	60 MINUTES	11.5	6,110
20	DALLAS	11.4	6,070
21	CHEERS	11.3	6,000

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MASTER OF THE GAME PT.2(S)	30.7	6,300
2	MASTER OF THE GAME PT.3(S)	27.5	5,640
3	60 MINUTES	26.0	5,320
4	DALLAS	22.3	4,560
5	FALCON CREST#	19.5	4,000
6	MAGNUM, P.I.	19.3	3,960
7	DYNASTY	18.5	3,790
8	ABC SUNDAY NIGHT MOVIE	18.4	3,780
9	SIMON & SIMON	18.4	3,770
10	RINGLING BROTHERS CIRCUS(S)	18.0	3,680
11	FALL GUY	17.8	3,640
12	A TEAM	17.4	3,570
12	CBS EVENING NEWS-RATHER	17.4	3,570
14	HOTEL	16.0	3,280
15	BOB HOPE SPECIAL-WAIKIKI(S)	16.0	3,270
16	SCARECROW & MRS. KING#	15.9	3,250
17	DUKES OF HAZZARD	15.2	3,120
18	AIRWOLF#	15.1	3,090
18	REAL PEOPLE	15.1	3,090

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1984 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
									VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. % (0.000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING																									
A TEAM																									
TUE.		8.00P	60	NBC	A	22	209	207	A 21.1 29 1768	2019	604 228	665 234	390 379	313 221	652 222	422 387	307 202	230 81	472 284						
		8.00 - 8.30							B 24.4 36 2045	2057	638 250	697 253	438 413	329 216	708 288	486 422	325 187	235 81	417 267						
		8.30 - 9.00							A 20.2 29 1693	2028	595 227	663 229	381 368	310 231	655 225	416 381	306 211	228 78	482 285						
									A 22.0 30 1844	2002	603 224	658 236	392 388	312 208	647 219	425 391	308 194	235 87	462 280						
ABC BUSINESS BRIEF-MON																									
1 MON.		8.55P	1	ABC	N	4	200		A 16.1 22 1349	2532	611 258	630 283	504 499	327 76^	747 474	621 514	233 108^	398 173	757 465						
									B 17.1 24 1433	1933	676 288	732 255	442 396	336 234	640 271	410 336	245 184	235 86	326 220						
ABC BUSINESS BRIEF-WED																									
1 WED.		9.37P	1	ABC	N	8	201	200	A 22.3 33 1869	1868	788 295	914 370	516 437	379 305	585 189	323 278	267 224	164 73	205 130						
2 WED.		8.58P	1						B 20.5 30 1718	1862	722 296	814 320	486 427	358 255	639 233	397 357	302 198	162 73	247 165						
ABC BUSINESS BRIEF-FRI																									
1 FRI.		8.42P	1	ABC	N	7	202	192	A 18.1 30 1517	1852	782 258	872 313	494 440	370 319	497 162	284 281	235 184	180 99	303 181						
2 FRI.		8.43P	1						B 16.7 26 1399	1807	768 301	858 298	493 448	383 309	473 154	271 269	225 170	178 102	298 191						
ABC MONDAY NIGHT MOVIE																									
1 MON.		8.00P	180	ABC	FF	7	200	203	A 23.6 34 1978	1946	741 348	829 335	569 520	387 192	613 280	444 383	267 138	230 113	274 169						
2 MON.		9.00P	120						B 21.6 32 1810	1796	756 339	853 323	558 488	402 236	600 239	404 350	280 153	180 89	163 107						
		8.00 - 8.30							A 15.9 23 1332	2369	578 290	590 242	448 460	322 87^	739 447	599 490	259 119^	356 166^	684 416						
		8.30 - 9.00							A 16.9 24 1416	2496	618 287	637 287	504 496	327 83^	727 460	604 499	239 105^	384 165	748 451						
		9.00 - 9.30							A 24.8 34 2078	1952	753 348	855 337	570 525	393 213	615 279	435 379	262 139	231 114	251 150						
		9.30 - 10.00							A 25.4 36 2129	1915	765 374	875 357	600 539	402 204	597 255	417 370	272 141	219 117	224 134						
		10.00 - 10.30							A 26.4 39 2212	1825	764 352	852 348	575 518	391 208	591 246	414 363	276 144	200 101	182 114						
10.30 - 11.00																									
ABC NEWSBRIEF-M-F																									
1 MON.		9.46P	2	ABC	N	109	196	194	A 16.8 25 1408	1729	728 287	811 294	491 467	380 249	597 215	374 347	288 184	161 75	160 102						
1 TUTHF		9.58P	1						B 16.1 25 1349	1714	718 294	801 287	487 437	373 256	598 225	381 341	282 173	161 79	154 106						
1 WED.		10.37P	1																						
2 MON.		9.57P	1																						
2 TU-TH		9.58P	1																						
2 FRI.		9.57P	2																						
ABC NEWSBRIEF-SAT.																									
SAT.		9.58P	1	ABC	N	22	200	200	A 17.5 30 1467	1663	715 267	831 229	392 368	345 387	471 138	254 244	223 180	169 107	192 129						
									B 18.9 31 1584	1741	779 282	864 256	444 414	381 363	528 171	302 268	242 193	165 98	184 132						
ABC NEWSBRIEF-SUN.																									
1 SUN.		9.57P	1	ABC	N	22	198	198	A 24.5 36 2053	1620	763 338	894 301	502 467	423 314	567 186	365 332	303 177	93 59	66 40^						
2 SUN.		9.54P	2						B 19.9 30 1668	1778	702 307	773 292	510 453	378 208	770 314	537 471	367 185	147 77	88 58						
ABC SPORTS UPDATE-SAT																									
SAT.		8.58P	1	ABC	SN	22	196	198	A 17.2 29 1441	1700	718 251	811 201	386 364	416 362	557 192	318 303	263 200	157 77^	175 88						
									B 17.4 29 1458	1760	743 269	815 220	405 394	391 354	607 174	331 313	305 238	136 62	202 133						
ABC SPORTS UPDATE-SUN																									
1 SUN.		9.01P	2	ABC	SN	20	198	199	A 21.9 31 1835	1810	789 341	873 268	491 483	433 299	628 214	415 360	335 175	186 96	123 86						
2 SUN.		8.30P	2						B 17.8 26 1492	1947	732 327	806 287	512 479	397 241	743 286	523 461	374 177	178 78	220 142						
ABC SUNDAY NIGHT MOVIE																									
1 SUN.		8.00P	180	ABC	FF	19	203	204	A 25.9 39 2170	1610	787 352	894 293	511 496	450 296	545 163	330 313	304 174	114 71	57 33^						
2 SUN.		9.00P	153						B 21.6 33 1810	1812	748 337	815 306	543 501	413 207	750 310	535 466	362 170	162 86	85 56						
		8.00 - 8.30							A 25.6 36 2145	1828	825 381	927 302	545 522	468 291	556 161	313 300	304 177	212 130	133 63^						
		8.30 - 9.00							A 27.4 37 2296	1761	831 383	935 314	550 523	461 296	541 152	319 291	301 171	196 120	89^ 45^						
		9.00 - 9.30							A 26.0 37 2179	1655	793 363	897 286	503 491	452 308	571 175	352 325	316 182	125 70	62 36^						
		9.30 - 10.00							A 26.6 38 2229	1633	787 347	901 299	509 483	440 307	557 171	349 325	307 175	112 71	63 42^						
CONT'D																									

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
WK	START	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
#	DAY	TIME						%	%	(0,000)			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FCM.		TOTAL	8-11		
EVENING CONT'D																														
ABC SUNDAY NIGHT M-CONT'D																														
	10.00	-	10.30				A	26.6	40	2229	1576	792	342	900	304	523	506	448	290	553	164	339	321	312	175	87	59	36^	22^	
	10.30	-	11.00				A	26.2	43	2196	1534	784	330	887	291	512	499	447	290	524	156	320	303	296	169	88	62	35^	23^	
	11.00	-	11.30				A	21.8	43	1827	1335	694	345	804	259	427	458	427	286	493	148	295	304	277	172	22v	7v	16v	LT	
ABC WORLD NEWS TONIGHT 110 204 206																														
M-F	6.30P	30	ABC	N	99	99	B	11.2	20	939	1533	713	247	767	193	348	338	357	355	604	172	302	290	286	253	69	25	93	59	
ABC WRLD NEWS TONIGHT-SUN 19 164 161																														
SUN.	6.30P	30	ABC	N	88	86	B	8.0	15	670	1475	518	196	603	150^	240	256	270	307	708	224	320	326	286	320	88^	39v	76^	48^	
							B	8.6	15	721	1611	662	223	744	161	308	306	340	385	677	187	317	290	316	302	62	36	128	78	
AFTERMASH 20 203																														
2 MON.	9.00P	30	CBS	CS	99	99	A	13.8	19	1156	1617	755	234	826	222	446	433	388	351	553	157^	283	301	306	216	141^	57^	97^	66^	
							B	20.5	29	1718	1734	763	274	843	290	465	426	359	328	584	222	357	319	274	192	172	80	135	83	
AIRWOLF 5 192																														
2 SAT.	9.00P	60	CBS	A	99	99	A	15.6	26	1307	1571	641	191	687	156^	347	343	394	291	622	156^	328	336	374	237	113^	46^	149^	106^	
							B	14.4	24	1207	1918	654	242	702	230	422	405	363	228	759	291	516	463	388	197	206	58	251	182	
	9.00	-	9.30				A	15.3	26	1282	1559	635	189	689	154^	338	336	388	304	625	156^	321	334	371	248	113^	43v	132^	102^	
	9.30	-	10.00				A	15.8	27	1324	1585	651	194	688	159^	337	351	401	281	620	152^	334	342	379	227	113^	48^	164^	110^	
ALICE 3 198																														
2 SUN.	9.30P	30	CBS	CS	99	99	A	18.2	28	1525	1670	736	282	797	239	426	415	369	297	551	169	306	309	272	193	212	57^	110^	110^	
							B	19.1	28	1601	1682	746	265	826	259	409	373	331	355	532	165	281	247	236	217	185	88	139	112	
ALL STAR FAMILY FEUD(S) 199																														
2 THU.	8.00P	60	ABC	QP	98	98	A	13.5	20	1131	1733	792	274	881	295	465	455	388	342	549	168^	298	309	235	211	125^	59^	178^	97^	
	8.00	-	8.30				A	13.0	20	1089	1726	768	280	864	283	462	449	397	327	537	153^	291	307	247	206^	143^	75^	182^	100^	
8.30 - 9.00																														
A 14.0 20 1173																														
1731 810 265																														
891 306 467 462 379 351																														
559 180^ 303 305 225 216																														
108^ 44v 173^ 91^																														
BENSON 19 203 201																														
FRI.	8.00P	30	ABC	CS	99	97	A	16.9	29	1416	1817	781	233	865	269	458	422	397	349	489	156	285	277	231	180	146	79^	317	187	
							B	16.6	28	1391	1726	752	283	850	261	451	420	383	340	509	162	286	266	235	190	138	83	229	153	
BLUE THUNDER 7 200 194																														
FRI.	9.00P	60	ABC	A	99	96	A	13.9	22	1165	1792	644	222	665	206	407	399	364	205	690	209	451	448	389	201	169	58^	268	189	
							B	14.3	22	1198	1827	635	235	672	212	429	421	370	197	672	239	453	430	353	175	191	63	292	213	
	9.00	-	9.30				A	14.0	22	1173	1778	613	211	637	200	384	377	344	199	679	217	453	444	375	194	169	57^	293	206	
	9.30	-	10.00				A	13.8	22	1156	1797	671	234	690	214	431	423	381	206	697	203	449	451	399	203	168	56^	242	174	
BOB HOPE SPECIAL-WAIKIKI(S) 199																														
2 MON.	9.00P	60	NBC	CV	99	99	A	17.5	24	1467	1603	640	217	672	204	342	335	295	292	608	207	354	285	287	223	194	74^	129^	60^	
							A	18.1	25	1517	1595	639	213	667	222	343	334	279	284	587	203	337	282	274	215	193	74^	148^	78^	
	9.00	-	9.30				A	17.0	24	1425	1597	635	218	669	180	335	334	311	297	619	207	367	286	296	226	199	76^	110^	43^	
BODY HUMAN: JOURNEY WITHIN(S) 192																														
2 WED.	8.00P	60	CBS	DO	97	97	A	10.3	15	863	1591	629	210^	694	237^	418	472	376	182^	542	266^	415	324	227^	127^	110^	53v	245^	205^	
							A	11.3	17	947	1583	645	192^	695	230^	406	467	378	191^											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1984 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																															
CBS WEDNESDAY NIGHT MOVIE						20	198	189		A	11.0	17	922	1698	673 249	742	235	452	428	392	234	645	246	414	382	299	180	206	80^	105^	79^
1	WED.	8.39P	149	CBS	FF	98	98	B	13.1	21	1098	1636	709 257	772	247	438	407	381	275	618	235	407	355	295	175	145	61	101	65		
2	WED.	9.00P	120																												
		8.30 - 9.00						A	11.5	18	964	2021	682 282	787	302	498	436	357	235^	691	287	471	414	315	166^	289	91^	254	179^		
		9.00 - 9.30						A	10.6	16	888	1724	661 264	731	236	441	410	372	238	629	220	396	367	305	181	237	99^	127^	91^		
		9.30 - 10.00						A	10.8	16	905	1635	662 265	726	239	445	417	372	231	573	185	334	309	281	192	224	97^	112^	83^		
		10.00 - 10.30						A	11.0	18	922	1663	675 249	757	226	461	449	409	238	649	253	419	389	298	180	186	72^	71^	63^		
		10.30 - 11.00						A	11.4	20	955	1667	680 206	735	210	438	425	418	242	698	313	473	425	290	177	171	64^	63^	53^		
		11.00 - 11.30						A	11.5	22	964	1604	703 242	743	238^	487	415	406	196^	771	248	527	552	414	176^	47^	17	43^	20^		
CHEERS						11	207	202		A	16.9	25	1416	1732	723 337	820	364	560	469	312	231	583	261	422	370	246	130	182	111	147	91
	THU.	9.00P	30	NBC	CS	99	99	B	16.6	24	1391	1762	733 312	837	354	536	447	321	261	615	291	428	361	241	154	168	94	142	95		
DALLAS						21	206	204		A	25.9	41	2170	1658	833 295	928	263	426	419	388	433	528	193	280	262	220	211	72	39^	130	86
	FRI.	9.00P	60	CBS	GD	99	99	B	25.7	40	2154	1713	868 302	959	312	481	443	392	413	499	170	266	244	214	202	93	52	162	97		
		9.00 - 9.30						A	25.0	40	2095	1673	839 292	934	264	428	417	388	440	532	194	284	264	222	211	74	39^	133	85		
		9.30 - 10.00						A	26.8	42	2246	1640	828 296	922	263	427	425	388	423	520	188	274	259	218	209	71	38^	127	88		
DEAN MARTIN CELEB. ROAST(S)						209				A	15.1	25	1265	1602	670 282	761	187	334	330	346	366	681	242	404	375	290	243	114^	49^	46^	30^
1	THU.	10.00P	60	NBC	CV	99																									
		10.00 - 10.30						A	14.7	24	1232	1645	682 305	775	203	362	354	349	355	708	272	440	387	288	237	120^	56^	42^	24^		
		10.30 - 11.00						A	15.5	27	1299	1551	660 261	744	170^	305	306	343	375	651	212	371	364	290	245	105^	41^	51^	35^		
DIFF'RENT STROKES-SAT.						20	197	197		A	16.9	29	1416	1857	680 227	757	182	382	392	351	317	492	167	295	284	242	145	183	88	425	282

1 SAT.	8.00P	60	NBC	CS	98	97	B 15.4	26	1291	1964	700 241	766 236	403 375	326 312	505 169	287 271	243 169	246 132	447 310					
2 SAT.	8.00P	30					A 16.5	28	1383	1883	678 238	761 198	383 382	332 324	509 187	315 286	252 147	173 81^	440 289					
	8.00 - 8.30						A 17.7	29	1483	1811	685 208	755 150^	380 413	388 309	464 131^	259 281	226 143^	196 100^	396 268					
	8.30 - 9.00						A 12.5	19	1048	1774	645 233	717 154^	335 356	350 311	802 249	462 409	395 283	170^ 68^	85^ 53^					
D.DELUISE & FRIENDS-PT II(S) 196							A 11.6	18	972	1789	646 242	723 158^	340 346	349 316	767 232^	436 381	376 279	201^ 77^	98^ 59^					
1 THU.	9.00P	60	ABC	GV	99		A 13.4	21	1123	1752	642 224	706 147^	326 363	347 306	831 261	482 431	412 288	144^ 60^	71^ 47^					
	9.00 - 9.30						A 15.8	26	1324	1794	604 177	712 203	316 298	279 353	555 214	302 259	220 235	126 67^	401 235					
	9.30 - 10.00						B 17.3	28	1450	1992	681 203	759 245	357 311	303 358	575 185	303 270	267 239	164 68	494 286					
DUKES OF HAZZARD 20 201 201							A 15.0	25	1257	1828	581 165	710 214	315 298	269 353	575 235	323 275	222 235	130 66^	413 237					
FRI.	8.00P	60	CBS	CS	99	99	A 16.5	27	1383	1761	625 188	712 192	316 296	287 354	534 194	282 240	220 236	123 67^	392 230					
	8.00 - 8.30						A 23.6	36	1978	1659	838 325	961 364	531 479	411 337	526 179	289 274	246 192	101 55^	71 41^					
	8.30 - 9.00						B 24.0	36	2011	1686	850 342	953 356	562 502	411 317	516 207	319 278	223 165	118 71	99 65					
DYNASTY 17 204 202							A 23.6	35	1978	1591	788 349	884 320	466 473	381 308	531 159	280 296	282 189	114^ 66^	62^ 35^					
1 WED.	9.39P	60	ABC	GD	99	99	A 23.5	35	1969	1695	838 327	949 363	527 483	396 331	549 194	301 286	253 199	113 60	84 47^					
2 WED.	9.00P	60					A 23.6	37	1978	1654	865 305	1021 397	579 478	438 363	487 172	275 230	207 189	79^ 45^	67^ 41^					
	9.00 - 9.30						A 24.2	40	2028	1648	900 309	1063 404	600 471	479 384	472 170	284 249	206 168	66^ 35^	47^ 26^					
	9.30 - 10.00						A 17.8	27	1492	2247	677 274	723 337	570 492	350 117^	773 412	618 481	310 137^	340 147^	411 283					
	10.00 - 10.30						A 12.0	18	1006	1639	680 204^	764 214^	418 437	360 264	698 203^	375 383	359 228^	48^ 17	129^ 55^					
	10.30 - 11.00						A 9.2	14	771	1451	718 238^	740 148^	311 357	333 383	564 205^	274^ 302	236^ 262^	147^ 112^	LT LT					
'84 VOTE:IA CAUCUS-10:42P(S) 198																								
1 MON.	10.42P	2	ABC	P	98																			
'84 VOTE:NH PRIMRY- 8:02P(S) 200																								
2 TUE.	8.02P	2	ABC	P	99																			
EMERALD POINT,N.A.S. CONT'D 17 201																								

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PROGRAM NAME		WK		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF HOUSEHOLD		LADY WORK-ING WOMEN		AUDIENCE COMPOSITION											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES				TEENS (12-17)		CHILDREN (2-11)		
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING WOMEN	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.	TOTAL 6-11
EVENING CONT'D																																	
EMERALD POINT, N.A. -CONT'D																																	
2	MON.	10.00P	60	CBS	GD	99		B	13.9	22	1165	1471	769	240	866	259	429	394	385	384	490	158	271	241	232	197	80	45	35	20			
		10.00 - 10.30						A	9.6	14	804	1415	715	242A	735	136A	297	343	344	392	578	212A	293	321	242A	257A	102A	71V	LT	LT			
		10.30 - 11.00						A	8.8	14	737	1482	721	233A	744	162A	323	372	318	372	543	195A	252A	275A	228A	268A	195A	156A	LT	LT			
EMERALD POINT, N.A.S.(B)																																	
2	FRI.	10.00P	60	CBS	GD	99	201	A	15.9	28	1332	1586	798	358	907	214	417	460	412	406	430	84A	197	232	246	198	110A	77A	139A	112A			
		10.00 - 10.30						A	16.6	28	1391	1563	789	356	905	224	411	455	401	406	420	92A	193	229	225	191	101A	66A	137A	112A			
		10.30 - 11.00						A	15.1	28	1265	1609	809	360	911	203	422	470	425	405	442	75A	201	235	267	207	118A	87A	138A	109A			
FACTS OF LIFE																																	
1	WED.	9.30P	30	NBC	CS	99	202	B	17.3	26	1450	1704	701	200	786	270	469	402	340	281	467	172	300	239	196	155	266	116	185	119			
2	WED.	9.00P	30			98		B	17.9	27	1500	1781	694	239	787	283	472	401	333	272	513	201	326	273	214	158	273	152	208	138			
FALCON CREST																																	
1	FRI.	10.00P	60	CBS	GD	99	206	A	21.7	35	1818	1584	781	286	933	255	421	382	417	448	510	197	265	222	187	220	73A	10V	68A	45A			
		10.00 - 10.30						B	22.2	37	1860	1572	840	289	936	280	458	431	407	403	457	141	233	217	206	195	88	49	91	67			
		10.30 - 11.00						A	22.1	36	1852	1581	771	285	925	254	420	374	408	448	511	198	266	223	187	218	68A	7V	77A	55A			
								A	21.3	35	1785	1579	789	285	938	254	419	388	420	450	507	194	260	221	186	221	78A	13V	56A	37A			
FALL GUY																																	
1	WED.	8.39P	60	ABC	A	99	206	A	20.6	31	1726	1932	732	279	857	345	506	421	364	278	603	223	354	308	268	210	196	86	276	168			
2	WED.	8.00P	60			98		B	20.1	31	1684	1891	708	277	785	304	480	422	352	248	618	246	399	344	280	183	199	78	289	179			
		8.00 - 8.30						A	19.8	30	1659	1921	655	267	788	306	471	405	342	248	600	229	367	330	269	185	209	102A	324	188			
		8.30 - 9.00						A	20.3	31	1701	1905	690	262	810	326	476	400	344	261	600	204	345	305	282	215	204	92	291	179			
FAMILY TIES																																	
	THU.	8.30P	30	NBC	CS	99	200	A	15.4	23	1291	1948	718	251	826	318	538	450	339	247	497	205	354	292	200	123	281	166	344	229			
						98		B	15.8	23	1324	1895	727	271	839	311	511	426	348	282	508	211	326	280	208	146	249	158	299	204			
FANTASY ISLAND																																	
	SAT.	10.00P	60	ABC	A	99	204	A	16.2	30	1358	1617	751	257	835	237	437	406	413	340	480	168	294	263	254	159	170	89	132	116			
		10.00 - 10.30						B	15.9	28	1324	1663	710	266	788	254	440	398	366	299	494	178	306	279	231	155	209	114	172	131			
		10.30 - 11.00						A	16.3	29	1366	1632	754	244	834	228	434	404	417	345	477	164	297	265	252	158	178	92	143	125			
								A	16.0	30	1341	1603	752	270	840	247	440	407	412	338	484	173	294	261	254	160	159	85A	120	109			
FIRST CAMERA																																	
	SUN.	7.00P	60	NBC	DN	87	166	A	4.9	8	411	1401	585	177A	655	177A	334	320	307	297	559	122A	255A	248A	322	265A	53V	17V	134A	58V			
		7.00 - 7.30						B	6.7	11	561	1691	677	273	739	208	378	389	360	305	646	186	350	345	333	243	134	60	172	123			
		7.30 - 8.00						A	5.1	8	427	1379	576	186A	651	173A	344	315	307	287	574	146A	261A	239A	310	265A	39V	LT	115A	31V			
								A	4.7	7	394	1401	589	162A	647	182A	317	311	294A	305	538	97A	247A	255A	332	263A	61V	23V	155A	89A			
FOUR SEASONS																																	
2	SUN.	9.30P	30	CBS	CS	99	200	A	14.2	22	1190	1534	770	333	867	228	440	440	430	372	522	165A	261	255	259	199	35V	19V	110A	92A			
								B	14.2	22	1190	1534	770	333	867	228	440	440	430	372	522	165	261	255	259	199	35	19	110	92			
FR MOVIE OF THE WEEK-NBC(S)																																	
1	FRI.	8.00P	120	NBC	FF	96	186	A	11.0	18	922	1877	557	263	618	235A	364	336	268	212A	652	286	447	396	296	156A	270	156A	337	232A			
		8.00 - 8.30						A	9.6	16	804	1869	565	256A	648	222A	368	338	295	226A	617	185A	353	376	338	200A	248A	141A	356	250A			
		8.30 - 9.00						A	10.2	17	855	2013	595	288	641	234A	357	324	260A	232A	693	290	473	403	324	173A	259A	149A	420	271			
		9.00 - 9.30						A	11.8	18	989	1787	504	249	555	237	337	324	225A	180A	647	336	464	389	250	131A	275	151A	310	201A			
		9.30 - 10.00						A	12.4	19	1039	1849	566	257	633	246	394	355	296	211A													

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PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
									VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	Avg. Aud. %	Avg. Share %	(0.000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN 18- 49 54 64 55+	18- 49 54 64 55+	18- 49 54 64 55+	18- 49 54 64 55+	18- 49 54 64 55+	18- 49 54 64 55+	18- 49 54 64 55+	18- 49 54 64 55+	18- 49 54 64 55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
EVENING CONT'D																							
GRAMMY AWARDS(S)																							
2	TUE.	8.00P	201	CBS	AC		204	99		A 30.8 45 2581	2002	766 372	921 422	662 532	384 209	564 302	440 332	220 92	317 187	200 152			
		8.00 - 8.30					A 28.3 39 2372			2028	739 332	882 387	596 471	355 245	554 278	410 292	221 112	305 183	287 210				
		8.30 - 9.00					A 31.0 41 2598			2132	764 368	928 429	663 521	379 213	584 318	456 322	219 96	341 207	279 215				
		9.00 - 9.30					A 33.1 44 2774			2155	774 391	937 441	685 556	377 200	591 302	470 382	246 82	354 210	273 213				
		9.30 - 10.00					A 33.6 46 2816			2066	780 380	930 415	665 553	403 205	581 296	459 366	242 89	351 211	204 152				
		10.00 - 10.30					A 32.6 49 2732			1911	767 386	913 426	672 541	388 189	554 314	447 330	212 84	295 171	149 112				
		10.30 - 11.00					A 29.4 47 2464			1879	780 379	944 435	692 554	405 194	537 291	415 307	209 97	308 171	90 63				
		11.00 - 11.30					A 26.1 48 2187			1719	752 348	906 411	643 528	378 218	526 314	410 293	172 91	226 131	61 42				
HARDCASTLE & MCCORMICK																							
2	SUN.	8.00P	60	ABC	A	19	203	99		A 17.2 26 1441	1899	650 256	727 207	389 380	347 281	767 325	555 465	349 184	204 69	201 148			
		8.00 - 8.30					B 17.2 25 1441			1971	709 310	785 286	513 471	387 225	765 310	550 483	378 173	175 71	246 157				
		8.30 - 9.00					A 16.1 25 1349			1895	637 244	708 208	379 369	337 273	761 320	549 460	350 180	212 71	214 149				
							A 18.3 28 1534			1897	658 265	740 201	392 389	357 287	770 328	553 471	347 186	200 69	187 146				
HART TO HART																							
	TUE.	10.00P	60	ABC	PD	18	205	203		A 11.4 18 955	1484	663 238	793 230	371 369	359 333	589 210	328 322	262 237	56 15	46 25			
		10.00 - 10.30					B 16.0 26 1341			1557	736 308	836 312	519 464	395 250	539 205	349 314	259 155	116 72	66 40				
		10.30 - 11.00					A 11.5 18 964			1472	662 236	784 229	372 379	351 324	583 196	319 323	277 233	57 17	48 27				
							A 11.4 19 955			1475	656 235	792 230	366 357	363 336	586 221	331 311	244 239	55 12	42 20				
HILL STREET BLUES																							
2	THU.	10.00P	60	NBC	OP	19	208	99		A 17.4 28 1458	1761	693 329	763 386	564 500	320 141	821 352	650 572	409 148	102 18	75 63			
		10.00 - 10.30					B 17.8 29 1492			1682	704 297	770 334	558 500	355 175	764 370	584 513	328 147	95 38	53 38				
		10.30 - 11.00					A 17.4 27 1458			1778	704 342	775 398	569 508	320 139	830 350	663 579	422 144	102 13	71 60				
							A 17.3 28 1450			1744	685 316	754 375	560 492	321 145	815 358	639 569	396 152	99 21	76 66				
HOTEL																							
1	WED.	10.39P	60	ABC	GD	19	204	201		A 20.6 37 1726	1520	788 276	920 292	458 416	447 370	496 144	258 236	257 190	70 49	34 22			
2	WED.	10.00P	60			99	98			B 21.9 37 1835	1533	810 304	900 282	495 461	445 333	506 170	290 265	249 178	80 51	47 29			
		10.00 - 10.30					A 22.1 36 1852			1483	752 272	843 258	393 417	407 337	507 146	255 243	272 176	99 73	34 19				
		10.30 - 11.00					A 20.7 36 1735			1507	797 284	919 289	455 423	451 368	482 136	247 231	253 183	76 52	30 24				
		11.00 - 11.30					A 19.4 38 1626			1590	818 275	1004 325	519 413	482 418	510 154	276 235	250 216	35 28	41 22				
		11.30 - 12.00					A 18.4 42 1542			1482	779 237	932 323	501 398	458 342	488 156	277 270	241 184	39 17	23 23				
JEFFERSONS																							
	SUN.	9.00P	30	CBS	CS	15	198	99		A 17.2 26 1441	1798	720 261	780 227	414 392	345 305	574 207	334 299	260 182	249 76	195 161			
							B 18.8 27 1575			1688	765 293	857 255	417 385	365 382	510 163	263 233	222 212	138 71	163 113				
KNIGHT RIDER																							
2	SUN.	8.00P	60	NBC	A	19	208	99		A 16.4 25 1374	2128	634 269	753 302	524 417	341 191	694 238	511 481	379 154	252 143	429 255			
		8.00 - 8.30					B 18.0 26 1508			2133	678 263	759 290	499 443	343 218	678 264	477 416	326 164	253 114	443 294				
		8.30 - 9.00					A 15.2 24 1274			2136	617 281	743 297	528 406	335 190	703 242	521 481	382 162	257 150	433 260				
							A 17.6 27 1475			2114	650 259	761 306	520 427	345 193	680 234	499 480	375 145	246 136	427 251				
KNOTS LANDING																							
	THU.	10.00P	60	CBS	GD	21	201	200		A 21.0 34 1760	1588	815 332	962 371	533 476	383 361	448 181	271 244	205 145	117 74	61 42			
		10.00 - 10.30					B 20.6 34 1726			1558	847 309	963 358	544 474	401 355	422 167	259 226	188 138	103 66	70 46				
		10.30 - 11.00					A 21.1 33 1768			1618	825 335	971 379	546 481	382 359	462 189	281 254	207 148	122 73	63 42				
							A 20.7 35 1735			1566	813 332	961 368	526 473	386 365	434 172	262 234	202 140	109 73	62 42				
LEG MEN																							
2	FRI.	9.00P	60	NBC	PD	1	168	90		A 6.9 11 578	1715	586 162	596 166	314 319	348 190	691 298	557 499	366 87	94 78	334 231			
		9.00 - 9.30					B 6.9 11 578			1715	586 162	596 166	314 319	348 190	691 298	557 499	366 87	94 78	334 231				
		9.30 - 10.00					A 6.9 11 578			1723	595 152	605 180	310 312	332 203	667 272	534 496	369 86	107 76	344 249				
							A 6.9 11 578			1689	573 166	583 150	312 321	360 176	707 317	572 501	362 86	80 80	319 207				
LIFE-EMBARASSING MOMENTS(S)																							
1	THU.	8.00P	60	ABC	U	199	99			A 14.5 22 1215	1860	620 256	755 247	459 413	365 238	679 233	445 388	346 201	190 75	236 139			
		8.00 - 8.30					A 13.8 21 1156			1777	590 235	725 236	433 380	339 237	668 235	432 375	323 204	169 63	215 126				
		8.30 - 9.00					A 15.3 23 1282			1917	644 273	776 251	477 439	389 238	680 228	450 397	364 193	208 87	253 151				

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1984 REPORT

PROGRAM NAME		WK #	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																						
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																						
		WK #	DAY									AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	MEN					TOTAL	WOMEN				TOTAL	TEENS (12-17)					TOTAL	CHILDREN (2-11)																		
																	18-34	18-49	25-54	35-64	55+		18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+															
EVENING CONT'D																																																				
LONE STAR(S)								190			A	8.7	16	729	1929	705	470	824	346	461	413	320	289	764	349	511	351	326	201	137	35	204	119																			
2 SAT. 10.00P 60 NBC OP								94			A	9.1	17	763	1881	715	508	816	376	476	421	301	274	715	316	474	354	320	194	129	38	221	126																			
10.00 - 10.30											A	8.4	16	704	1945	679	418	813	307	435	395	333	300	804	382	543	342	324	203	146	30	182	110																			
10.30 - 11.00																																																				
LOTTERY								186			A	12.0	18	1006	1579	805	270	924	343	513	508	375	337	481	148	279	257	248	175	130	59	44	28																			
2 THU. 9.00P 60 ABC A								97			B	12.0	18	1006	1579	805	270	924	343	513	508	375	337	481	148	279	257	248	175	130	59	44	28																			
9.00 - 9.30											A	11.3	17	947	1656	821	281	922	336	508	503	374	351	527	164	308	289	272	190	138	62	69	38																			
9.30 - 10.00											A	12.8	19	1073	1491	784	256	916	346	513	509	373	319	437	131	250	227	227	161	118	54	20	20																			
LOVE BOAT								203	200		A	19.1	32	1601	1625	704	248	829	210	372	343	349	405	457	130	234	223	208	192	169	101	170	108																			
SAT. 9.00P 60 ABC CS								99	98		B	20.0	33	1676	1723	765	271	853	245	417	388	367	381	509	164	283	252	227	195	169	104	192	137																			
9.00 - 9.30											A	18.7	31	1567	1615	691	240	819	204	367	333	347	400	447	128	229	220	200	190	165	97	184	111																			
9.30 - 10.00											A	19.6	33	1642	1624	714	253	835	215	374	350	349	407	461	131	237	222	215	192	171	104	157	105																			
MAGNUM, P.I.								205	202		A	21.5	32	1802	1902	720	271	823	272	439	392	357	340	643	224	386	339	324	219	182	75	254	165																			
THU. 8.00P 60 CBS PD								99	99		B	22.4	34	1877	1799	745	268	819	249	423	398	379	340	633	220	382	336	304	214	151	56	196	124																			
8.00 - 8.30											A	20.1	31	1684	1901	714	281	814	261	428	384	357	342	639	215	378	326	323	226	194	78	254	167																			
8.30 - 9.00											A	23.0	34	1927	1890	721	261	824	282	446	395	353	334	642	228	391	346	325	213	171	70	253	164																			
MAMA'S FAMILY								189	189		A	12.2	21	1022	1874	810	289	834	302	493	489	380	270	577	249	386	320	245	160	162	68	301	194																			
SAT. 9.30P 30 NBC CS								98	95		B	12.7	21	1064	1818	743	273	810	287	456	414	356	298	544	202	324	295	251	180	203	110	261	201																			
MASTER OF THE GAME PT.2(S)								201			A	27.7	40	2321	1698	851	321	901	226	407	402	455	416	618	145	279	314	331	271	101	38	78	39																			
1 MON. 8.00P 181 CBS GD								99			A	25.1	36	2103	1792	860	309	911	228	407	400	448	434	668	172	319	337	339	288	102	36	111	55																			
8.00 - 8.30											A	26.7	37	2237	1753	856	325	909	229	415	398	452	429	646	162	298	329	336	281	106	36	92	40																			
8.30 - 9.00											A	27.7	39	2321	1766	855	318	909	235	411	407	445	418	656	174	311	328	340	276	110	45	91	51																			
9.00 - 9.30											A	28.3	41	2372	1677	840	318	889	220	396	394	448	414	598	120	261	316	339	266	103	37	87	41																			
9.30 - 10.00											A	29.0	43	2430	1583	850	330	895	216	406	404	467	407	556	105	227	280	315	260	82	35	50	22																			
10.00 - 10.30											A	29.6	47	2480	1637	852	330	900	236	417	411	463	399	594	136	258	303	325	262	101	35	42	21																			
10.30 - 11.00																																																				
MASTER OF THE GAME PT.3(S)								201			A	28.2	42	2363	1642	819	312	878	249	423	379	425	389	595	174	294	299	294	240	104	60	65	31																			
1 TUE. 8.00P 180 CBS GD								99			A	25.1	36	2103	1654	782	294	854	239	384	336	392	410	584	177	281	286	270	240	142	58	74	43																			
8.00 - 8.30											A	26.9	38	2254	1641	802	306	867	250	415	353	405	397	576	178	273	276	267	241	126	61	72	37																			
8.30 - 9.00											A	28.0	40	2346	1640	811	315	866	236	416	364	418	392	591	169	277	293	285	250	97	63	86	34																			
9.00 - 9.30											A	28.9	43	2422	1670	833	335	888	244	436	390	434	390	610	174	304	314	307	246	96	59	76	30																			
9.30 - 10.00											A	30.0	47	2514	1638	847	315	902	265	447	418	446	373	608	175	315	316	317	233	86	58	42	18																			
10.00 - 10.30											A	30.3	51	2539	1604	834	304	888	259	434	404	443	378	587	167	306	305	308	228	83	57	46	24																			
10.30 - 11.00																																																				
MASTER								177			A	10.1	17	846	1855	703	234	703	212	379	406	367	241	676	249	522	469	371	127	143	82	333	204																			
2 FRI. 8.00P 60 NBC A								95			B	10.1	17	846	1855	703	234	703	212	379	406	367	241	676	249	522	469	371	127	143	82	333	204																			
8.00 - 8.30											A	9.9	17	830	1801																																					

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																		
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (7-11)				
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	11M	TOTAL	0-11
EVENING CONT'D																														
TV ACADEMY HALL OF FAME(S)						205			A 10.0	16	838	1624	721	260	804	175	380	375	447	364	635	213	444	441	361	117	112	59	73	50
2 SUN. 9.00P 120 NBC AC						99		A 10.4	16	872	1578	686	293	745	177	415	400	435	295	640	235	482	450	355	112	86	67	107	56	
9.00 - 9.30								A 10.7	16	897	1657	765	310	842	197	433	424	483	355	633	230	466	421	345	124	113	55	69	34	
9.30 - 10.00								A 9.8	16	821	1631	724	218	816	157	348	354	448	395	612	203	405	430	342	113	140	64	63	34	
10.00 - 10.30								A 9.1	16	763	1613	706	205	805	165	305	310	413	413	652	178	413	466	406	118	105	44	51	51	
10.30 - 11.00																														
TV BLOOPERS & PRAC. JOKES					8	205	205		A 19.9	28	1668	1817	707	311	791	305	460	409	318	266	599	216	383	360	302	183	211	93	216	118
MON. 8.00P 60 NBC CV						99	99		B 20.7	29	1735	1878	703	272	787	308	475	428	338	248	628	239	408	370	302	177	214	98	249	163
8.00 - 8.30								A 19.6	28	1642	1834	723	322	807	297	455	407	327	284	600	207	376	351	306	189	206	92	221	124	
8.30 - 9.00								A 20.2	28	1693	1797	689	300	773	313	462	411	307	245	602	225	390	370	298	178	214	94	208	111	
TV CENSORED BLOOPERS #7(S)						194			A 15.8	26	1324	1797	663	263	694	270	408	386	314	216	739	245	516	542	442	164	203	65	161	102
1 FRI. 10.00P 60 NBC CV						99			A 15.7	25	1316	1791	686	275	708	258	423	414	337	213	707	207	471	544	450	163	208	79	168	109
10.00 - 10.30								A 16.0	26	1341	1782	633	248	672	278	391	353	291	215	757	274	551	535	432	162	200	50	153	94	
10.30 - 11.00																														
THAT'S INCREDIBLE					18	201			A 16.9	23	1416	2037	747	272	870	263	500	485	434	295	585	123	292	330	328	216	118	53	464	305
2 MON. 8.00P 60 ABC PV						98																								

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORY		TEEN (12-17)		CHILDREN (2-11)			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+
•LATE FRINGE																																					
ABC NEWS:NIGHTLINE						7	191	190	A	6.2	17	520	1258	540	163	615	157	292	259	310	279	577	185	304	284	260	233	35^	23^	31^	25^						
1	TU THF	11.30P	30	ABC N		96	96	B	6.2	17	520	1258	540	163	615	157	292	259	310	279	577	185	304	284	260	233	35	23	31	25							
2	MWTHF	11.30P	30																																		
ABC NEWS:NIGHTLINE-MON(S)						192			A	2.7	11	226	1664	654^	49^	654^	49^	212^	377^	429^	277^	549^	40^	112^	275^	464^	274^	27^	LT	434^	306^						
1	MON.	12.07A	30	ABC N		96																															
ABC NEWS:NIGHTLINE-WED(B)						190			A	4.2	15	352	1156	687	210^	795	321^	400^	405^	334^	236^	321^	113^	159^	159^	182^	162^	40^	40^	LT	LT						
1	WED.	12.09A	30	ABC N		96																															
ABC NEWS:NIGHTLINE-TUE(S)						190			A	3.0	12	251	940	494^	124^	494^	36^	307^	307^	351^	187^	418^	143^	211^	215^	72^	203^	28^	LT	LT	LT						
2	TUE.	12.09A	30	ABC N		96																															
ABC WEEKEND REPORT-SAT.						21	160	158	A	4.9	10	411	1302	508	103^	552	99^	255^	248^	316	278^	608	120^	392	387	393	182^	107^	88^	35^	35^						
	SAT.	11.00P	15	ABC N		88	88	B	5.2	10	436	1217	549	199	602	158	294	293	298	242	489	132	265	257	260	187	79	35	47	45							
ABC WEEKEND REPORT-SUN.						22	168	170	A	5.0	12	419	1377	613	210^	730	179^	391	338	394	307	621	244^	408	384	274^	181^	26^	24^	LT	LT						
1	SUN.	11.00P	15	ABC N		91	91	B	4.6	11	385	1259	569	171	608	197	362	377	321	189	592	214	385	337	290	173	46	21	13	LT	LT						
2	SUN.	11.34P	15																																		

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																									
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24	WK 25	WK 26	WK 27	WK 28	WK 29	WK 30	WK 31	WK 32	WK 33	WK 34	WK 35	WK 36	WK 37	WK 38	WK 39	WK 40	WK 41	WK 42	WK 43	WK 44	WK 45	WK 46	WK 47	WK 48	WK 49	WK 50	WK 51	WK 52
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24	WK 25	WK 26	WK 27	WK 28	WK 29	WK 30	WK 31	WK 32	WK 33	WK 34	WK 35	WK 36	WK 37	WK 38	WK 39	WK 40	WK 41	WK 42	WK 43	WK 44	WK 45	WK 46	WK 47	WK 48	WK 49	WK 50	WK 51	WK 52
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24	WK 25	WK 26	WK 27	WK 28	WK 29	WK 30	WK 31	WK 32	WK 33	WK 34	WK 35	WK 36	WK 37	WK 38	WK 39	WK 40	WK 41	WK 42	WK 43	WK 44	WK 45	WK 46	WK 47	WK 48	WK 49	WK 50	WK 51	WK 52
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24	WK 25	WK 26	WK 27	WK 28	WK 29	WK 30	WK 31	WK 32	WK 33	WK 34	WK 35	WK 36	WK 37	WK 38	WK 39	WK 40	WK 41	WK 42	WK 43	WK 44	WK 45	WK 46	WK 47	WK 48	WK 49	WK 50	WK 51	WK 52
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24	WK 25	WK 26	WK 27	WK 28	WK 29	WK 30	WK 31	WK 32	WK 33	WK 34	WK 35	WK 36	WK 37	WK 38	WK 39	WK 40	WK 41	WK 42	WK 43	WK 44	WK 45	WK 46	WK 47	WK 48	WK 49	WK 50	WK 51	WK 52
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24	WK 25	WK 26	WK 27	WK 28	WK 29	WK 30	WK 31	WK 32	WK 33	WK 34	WK 35	WK 36	WK 37	WK 38	WK 39	WK 40	WK 41	WK 42	WK 43	WK 44	WK 45	WK 46	WK 47	WK 48	WK 49	WK 50	WK 51	WK 52
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24	WK 25	WK 26	WK 27	WK 28	WK 29	WK 30	WK 31	WK 32	WK 33	WK 34	WK 35	WK 36	WK 37	WK 38	WK 39	WK 40	WK 41	WK 42	WK 43	WK 44	WK 45	WK 46	WK 47	WK 48	WK 49	WK 50	WK 51	WK 52
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 3	WK 4	WK 5	WK																																														

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORY										TOTAL					CHILDREN 2-11																		
														WOMEN					MEN																												
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	12-17	TOTAL	6-11																		
LATE FRINGE CONT'D																																															
LATE MOVIE II-CONT'D																																															
1	WED.	12.48A	47						A	4.4	21	369	940	510 114^	513	79^	233	298	311	212	390	143^	219	220	199	116^	37v	LT	LT	LT																	
1	THU.	12.38A	48						A	4.1	24	344	916	470 105^	474	76^	219	285	296	189	442	157^	253	253	236	119^	LT	LT	LT	LT																	
1	FRI.	12.34A	52						A	3.5	29	293	686	228 58^	228	LT	129^	201	228	27v	379	65^	209	263	304	99^	79^	79^	LT	LT																	
2	MON.	12.38A	46						A	3.3	32	277	841	292^ 18v	292^	LT	191v	220^	292^	72v	549^	289^	289^	375^	234^	101v	LT	LT	LT	LT																	
2	TUE.	1.36A	46																																												
2	WED.	12.35A	49																																												
2	THU.	12.38A	49																																												
2	FRI.	12.40A	49																																												
		12.30 - 1.00							A	4.4	21	369	940	510 114^	513	79^	233	298	311	212	390	143^	219	220	199	116^	37v	LT	LT	LT																	
		1.00 - 1.30							A	4.1	24	344	916	470 105^	474	76^	219	285	296	189	442	157^	253	253	236	119^	LT	LT	LT	LT																	
		1.30 - 2.00							A	3.5	29	293	686	228 58^	228	LT	129^	201	228	27v	379	65^	209	263	304	99^	79^	79^	LT	LT																	
		2.00 - 2.30							A	3.3	32	277	841	292^ 18v	292^	LT	191v	220^	292^	72v	549^	289^	289^	375^	234^	101v	LT	LT	LT	LT																	
NBC LATE NIGHT MOVIE																			22	74	72	A	1.4	6	117	581^	179v	LT	282^	197v	214v	94v	77v	68v	282^	163v	240v	197v	77v	42v	LT	LT	LT	LT			
1	SUN.	11.30P	123	NBC	FF	45	42	B	1.6	6	134	833	364 91	441	212	273	191	178	151	342	127	218	216	142	97	43	LT	LT	LT	LT																	
2	SUN.	11.30P	117																																												
		11.30 - 12.00							A	1.7	5	142	782^	359^ 49v	451^	261^	310^	190v	141v	127v	268^	85v	225^	190v	140v	43v	63v	LT	LT	LT																	
		12.00 - 12.30							A	1.4	6	117	923^	197v	LT	324^	274^	274^	146v	50v	50v	599^	420^	556^	504^	136v	43v	LT	LT	LT																	
		12.30 - 1.00							A	1.1	6	92	380^	76v	LT	228v	152v	152v	LT	76v	76v	152v	98v	98v	LT	LT	54v	LT	LT	LT																	
		1.00 - 1.30							A	1.1	7	92	304v	66v	LT	185v	120v	120v	LT	65v	65v	119v	76v	76v	LT	LT	LT	LT	LT	LT																	
SATURDAY NIGHT																			19	203	200	A	7.7	22	645	1557	568	251	624	283	445	379	265	135^	726	460	640	511	229	68^	195	74^	12v	LT			
1	SAT.	11.30P	83	NBC	GV	99	98	B	7.5	21	629	1575	546	247	623	302	479	375	252	116	671	403	559	411	224	85	214	122	67	53																	
2	SAT.	11.30P	79																																												
		11.30 - 12.00							A	9.0	23	754	1663	658	274	719	305	483	430	316	172	723	396	590	500	264	103^	188	70^	33v	18v																
		12.00 - 12.30							A	7.5	23	629	1518	533	263	579	269	431	349	241	125^	724	489	668	511	210	50^	215	73^	LT	LT																
		12.30 - 1.00							A	6.2	22	520	1429	453	195^	511	255	385	325	212^	84^	724	533	683	521	181^	32v	194^	91^	LT	LT																
TONIGHT SHOW																			107	205	205	A	6.9	23	578	1280	550	183	605	185	298	281	280	252	605	257	417	315	254	163	47^	24v	23v	12v			
1	MON.	11.55P	60	NBC	GV	99	99	B	6.9	21	578	1369	617	199	678	226	364	314	326	263	596	265	397	299	234	171	56	25	39	28																	
1	TUTHF	11.30P	60																																												
1	WED.	12.00M	60																																												
2	MTWTF	11.30P	60																																												
2	TUE.	11.55P	60																																												
		11.30 - 12.00							A	8.4	23	704	1347	607	193	661	208	326	311	308	275	618	261	411	334	257	181	47^	21^	21^	10v																
		12.00 - 12.30							A	6.4	23	536	1246	507	179	566	176	284	258	263	232	607	266	429	310	248	157	51^	28^	22v	11v																
		12.30 - 1.00							A	4.8	23	402	1197	535	177	592	164	287	278	257	249	590	232	413	275	259	145	LT	LT	15v	15v																
WEEKDAY DAYTIME																																															
ABC DAYTIME NEWSBRIEF-M-F																			108	186	185	A	8.6	26	721	1441	849	322	934	458	634	545	347	219	297	198	247	142	76^	42^	75^	67^	135	37^			
M-F																			1.57P	2	ABC	N	96	96	B	8.5	26	712	1402	842	268	948	491	698	543	363	188	265	152	201	134	84	53	98	72	91	25
ABC WORLD NEWS-MORN-645A																			108	158	159	A	2.0	14	168	1310	588	137^	690	220^	375	323^	309^	273^	531	131^	262^	226^	292^	257^	48v	LT	41v	LT			
M-F																			6.45A	15	ABC	N	87	87	B	2.1	17	176	1200	576	258	618	204	390	363	296	189	454	130	249	235	227	175	78	60	50	40
ALL MY CHILDREN																			110	206	205	A	9.4	28	788	1410	836	323	929	448	623	535	355	217	280	182	222	130	68^	47^	68^	60^	133	39^			
M-F																			1.00P	60	ABC	DD	99	99	B	9.2	29	771	1408	837	264	945	493	699	538	359	186	271	154	205	135	86	55	97	72	95	25
		1.00 - 1.30							A	8.9	27	746	1383	833	318	935	453	631	538	358	213	260	171	205	118	59^	47^	58^	50^	130	38^																
		1.30 - 2.00							A	9.8	29	821	1437	842	326	931	451	623	533	353	223	294	192	236	137	73	46^	75	67^	137	38^																
AMERICA'S BAKE-OFF(S)																			203			A	7.8	32	654	1144	453	139^	627	135^	243^	229^	253^	346^	338^	88v	162^	162^	157^	176^	LT	LT	179^	85v			
1	TUE.	11.00A	30	CBS	AC	99																																									

37

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11					
WEEKEND DAYTIME CONT'D																																	
CBS NCAA BASKETBALL-CONT'D																																	
1	SAT.	2.00P	138	CBS	SE	97	98	B	4.9	14	411	1447	321	124	365	89	189	170	179	160	747	286	477	417	339	223	171	55	164	114			
2	SAT.	2.00P	136																														
		2.00 - 2.30						A	3.9	12	327	1239	267	131	364	126	190	102	156	159	615	206	349	287	342	245	116	LT	144	89			
		2.30 - 3.00						A	4.5	14	377	1321	305	125	374	101	175	122	174	183	658	207	392	313	353	253	122	LT	167	85			
		3.00 - 3.30						A	4.9	15	411	1319	287	131	399	142	206	145	188	164	703	253	435	365	321	241	117	LT	100	39			
		3.30 - 4.00						A	5.5	16	461	1356	297	118	375	111	187	167	197	147	753	250	402	393	375	280	89	13	139	78			
		4.00 - 4.30						A	6.4	18	536	1235	284	125	306	31	99	163	191	139	782	206	337	386	388	335	60	LT	87	17			
CBS NCAA BASKETBALL-SUN																																	
1	SUN.	2.30P	123	CBS	SE	99	97	B	6.2	16	520	1544	440	178	474	142	271	276	246	171	784	301	510	476	391	205	195	102	91	60			
2	SUN.	2.30P	127					B	6.5	17	545	1581	419	161	454	127	268	252	256	156	846	318	558	514	446	220	179	87	102	79			
		2.30 - 3.00						A	5.8	16	486	1471	382	184	427	109	247	226	232	164	759	297	500	470	391	185	240	152	45	30			
		3.00 - 3.30						A	5.8	15	486	1471	420	228	459	129	260	258	258	175	753	278	459	456	393	215	189	95	70	48			
		3.30 - 4.00						A	6.0	15	503	1592	516	196	542	179	303	329	288	179	785	300	502	460	387	218	157	83	108	63			
		4.00 - 4.30						A	7.3	18	612	1667	466	145	497	170	288	308	220	174	845	339	570	528	398	205	195	84	130	83			
		4.30 - 5.00						A	7.0	17	587	1208	234	94	266	LT	132	132	194	134	658	238	450										

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORY*		TEENS (17 & U)		CHILDREN (7 & U)	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000) %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM	WOMEN					MEN					TOTAL TELM	TOTAL # TL		
													18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+				
WEEKEND DAYTIME CONT'D																										
NCAA BASKETBALL GA-CONT'D																										
2 SUN. 1.00P 120																										
		1.00 - 1.30				A	2.1	6	176	1670	432^250v	494^ 73v	147v192v	166v302v	959^256v	460^461^	551^403^	74v 74v	143v 143v							
		1.30 - 2.00				A	2.5	7	210	1090^	224v143v	252v 57v	57v 95v	76v157v	710^281v	281v358^	224v352^	71v 71v	57v 57v							
		2.00 - 2.30				A	2.9	8	243	1185	275^ 78v	292^ 58v	128^ 91v	128^164^	616 188^	316^333^	248^283^	153^ 78v	124^ 46v							
		2.30 - 3.00				A	2.9	8	243	1165	341^ 62v	353^107v	186^ 96v	140^167^	621 156^	288^317^	255^304^	88v LT	103v LT							
		3.00 - 3.30				A	3.3	8	277	1314	329^ 69v	329^ 83v	180v 97v	169^149v	816^239^	458^425^	325^296^	75v LT	94v LT							
		3.30 - 4.00				A	3.7	9	310	1616	365^ 65v	365^113v	203^132v	168v162v	993 370^	628^561^	394^310^	103v LT	155v LT							
NCAA BASKETBALL-NAT'L																										
1 SAT. 4.00P 120 NBC SE 89 89																										
		4.00 - 4.30			B	3.7	10	310	1526	388^161^	441 130^	259^216^	235^176^	793 239^	505 480	386^243^	120^ 25v	172^ 144^								
2 SAT. 3.21P 106																										
		3.00 - 3.30			A	2.3	8	193	1347	322^218v	322^131v	193v193v	134v129v	911^289v	646^424^	410^265v	114v 72v	LT LT								
		3.30 - 4.00			A	2.3	7	193	1347	353^239v	420^187v	264^197v	149v156v	808^326^	559^347^	290v249v	119v 83v	LT LT								
		4.00 - 4.30			A	3.3	9	277	1300	383^134^	426 144^	260^217^	199^166^	672 180^	398^434^	319^238^	83v LT	119^ 119^								
		4.30 - 5.00			A	3.8	10	318	1487	362^148^	444 145^	274^195^	211^170^	817 283^	540 500	352^232^	84v LT	142^ 117^								
		5.00 - 5.30			A	3.8	10	318	1833	436 194^	490 99^	266^249^	319^204^	836 222^	519 513	453 255^	170^ 22v	337^ 262^								
		5.30 - 6.00			A	3.8	9	318	1736	430^148v	430^ 59v	210^225^	305^205^	877 201^	543^575^	547^252^	180v 25v	249^ 208^								
NCAA BASKETBALL-REG'L																										
2 SAT. 1.00P 140 NBC SE 94																										
		1.00 - 1.30			A	3.8	12	318	1409	267^113v	304^128v	169v173v	102v100v	858 314^	623^466^	396^235^	174v 57v	73v 66v								
		1.30 - 2.00			B	4.1	12	344	1460	332 86	359 110	194 168	140 144	780 299	517 457	358 228	154 44	167 84								
					A	4.3	15	360	1478	361^111v	386^133v	161v271^	189^ 80v	770 348^	569^396^	289^201^	130v 33v	192^ 169^								
					A	4.0	14	335	1316	232^116v	282^164v	193^146v	47v 89v	775 268^	528^394^	361^247^	145v 51v	114v 114v								
2.00 - 2.30																										
		2.30 - 3.00			A	3.7	12	310	1448	226^ 97v	267^122v	167v125v	65v100v	955 357^	691^526^	433^264^	226^ 50v	11 11								
		3.00 - 3.30			A	3.4	11	285	1439	222^113v	271^110v	179v157v	90v 92v	913 316^	685^537^	456^228^	255^ 91v	LT LT								
		3.00 - 3.30			A	3.9	12	327	1254	288^132v	315^ 85v	125v125v	102v190^	845 257^	621^468^	441^224^	94v 52v	LT LT								
NEW FAT ALBERT SHOW																										
2 SAT. 1.00P 30 CBS CA 141 72																										
					A	3.1	11	260	1346	216v 20v	454^223v	300^ 77v	181v154v	170v 50v	50v LT	54v120v	199v 88v	523^ 231^								
					B	4.7	14	394	1776	412 165	458 251	327 240	140 108	376 185	275 228	158 90	198 105	744 399								
NEW SCOOPY & SCRAPPY DOO																										
SAT. 9.00A 30 ABC CA 99 99																										
					A	5.0	20	419	1761	295 175^	386 280^	361 248^	86^ 20v	252^114^	181^176^	117^ 48v	187^ 32v	936 445								
					B	5.2	21	436	1900	249 126	327 230	273 178	76 50	258 152	229 180	98 21	242 90	1073 600								
ONE TO GROW ON-8:28AM																										
SAT. 8.28A 2 NBC CN 97 97																										
					A	4.8	26	402	2047	390 209^	467 246^	338 246^	207^ 94^	317 123^	282^293	182^ 24v	252^117^	1011 550								
					B	4.2	25	352	2047	304 113	344 178	266 213	150 59	244 131	191 184	101 27	346 154	1113 669								
ONE TO GROW ON-8:58AM																										
SAT. 8.58A 2 NBC CN 98 98																										
					A	5.8	26	486	1909	334 135^	381 213^	297 202^	155^ 55v	250 111^	225^225^	126^ 25v	278 165^	1000 475								
					B	4.8	23	402	1792	281 122	309 180	246 181	111 49	183 118	147 116	50 31	204 104	1096 620								
ONE TO GROW ON-10:28AM																										
SAT. 10.28A 2 NBC CN 99 99																										
					A	8.8	29	737	1719	257 71^	308 155^	208 144^	113^ 81^	249 203	223 141^	34v 26v	279 174	883 474								
					B	9.1	32	763	1887	319 141	356 190	279 217	134 58	234 157	200 138	62 26	322 146	975 567								
ONE TO GROW ON-10:58AM																										
SAT. 10.58A 2 NBC CN 96 97																										
					A	8.0	27	670	1706	281 79^	333 154^	212 150^	155^ 94^	220 157^	185 132^	41v 35v	242 125^	911 474								
					B	8.2	29	687	1860	311 133	352 194	266 203	120 65	234 149	190 143	63 31	292 138	982 565								
ONE TO GROW ON-12:28PM																										
SAT. 12.28P 2 NBC CN 88 86																										
					A	6.2	20	520	1723	402 180^	481 260	303 269	149^129^	314 143^	214^188^	123^ 83^	305 102^	623 296								
					B	6.0	18	503	1800	344 144	393 162	238 215	144 124	293 144	230 190	126 47	333 126	781 421								
PAC-MAN																										
SAT. 9.30A 30 ABC CA 99 99																										
					A	5.1	18	427	1806	316 185^	386 269^	363 292	101^ 16v	200^ 95^	142^133^	93^ 38v	227^ 89^	993 549								
					B	5.4	20	453	1792	248 102	283 149	213 165	91 64	185 101	154 124	71 27	228 124	1096 668								
PRO BOWLERS TOUR																										
SAT. 3.30P 90 ABC SE 90 91																										
					A	7.3	20	612	1286	471 127^	519 138^	181^204	215 292	622 188^	350 298	253 257	28v 28v	117^ 6^								
					B	7.4	19	620	1310	522 141	556 142	237 249	257 279	606 177	332 311	278 247	69 25	79 52								
					A	5.8	17	486	1206	431 95^	492 160^	191^203^	157^263	612 163^	352 315	260 260	31v 31v	71^ 71^								
CONT'D																										

[illegible]

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK # DAY		START TIME		DUR	NET	PROG TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
											TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																																
TARZAN LORD OF-JUNGLE 4 167 190 A 5.4 18 453 1742 262 108^ 279 104^ 178^146^ 136^ 77^ 357 230^ 291 122^ 73^ 54^ 256^ 72^ 850 517																																
SAT. 10.00A 30 CBS CA 81 95 B 5.6 19 469 1740 258 99 294 137 191 123 103 93 327 189 262 163 92 58 255 74 864 553																																
THIS WEEK-DAVID BRINKLEY 20 171 175 A 4.6 14 385 1442 710 299^ 713 220^ 265^274^ 172^406 570 58^ 256^276^ 320 278^ 17 17 151^ 151^																																
SUN. 11.30A 60 ABC N 95 94 B 3.9 11 327 1377 580 200 619 119 211 218 233 368 576 139 263 265 259 253 60 29 122 110																																
11.30 - 12.00 A 4.4 13 369 1341 671 274^ 671 194^ 213^236^ 144^414 531 38^ 253^279^ 319 252^ 17^ 17^ 122^ 122^																																
12.00 - 12.30 A 4.9 15 411 1477 727 311 730 241^ 303 297 186^390 581 71^ 242^257^ 309 294 17 17 166^ 166^																																
THUNDARR 21 151 148 A 5.8 19 486 1753 447 143^ 530 263 316 249 172^167^ 328 197^ 255 186^ 86^ 66^ 273 93^ 622 278																																
SAT. 12.30P 30 NBC CA 83 83 B 5.2 16 436 1718 344 145 386 194 256 201 132 105 292 179 236 180 83 48 279 128 761 407																																
USFL FOOTBALL 2 181 186 A 7.9 19 662 1536 420 198 452 111^ 245 242 243 184 851 197 442 475 476 342 129 14^ 104^ 73^																																
1 SUN. 2.30P 198 ABC SE 93 95 B 7.9 19 662 1536 420 198 452 111 245 242 243 184 851 197 442 475 476 342 129 14 104 73																																
2 SUN. 2.30P 211 A 7.3 20 612 1430 424 183^ 443 105^ 247 253 238 170^ 751 186^ 381 379 404 334 129^ 21^ 107^ 85^																																
2.30 - 3.00 A 8.2 21 687 1444 386 151^ 405 91^ 212 207 209 167^ 810 162^ 420 435 476 348 163^ 50^ 66^ 41^																																
3.00 - 3.30 A 8.2 21 687 1425 345 146^ 372 101^ 189 167^ 169^167^ 839 204 450 461 454 345 113^ 18^ 101^ 55^																																
3.30 - 4.00 A 6.9 17 578 1455 414 182^ 428 96^ 215 242 242 167^ 816 180^ 423 421 437 346 98^ 17 113^ 75^																																
4.00 - 4.30 A 7.7 18 645 1640 455 256 504 145^ 278 280 265 202 915 227 497 530 500 339 108^ 17 113^ 83^																																
4.30 - 5.00 A 8.7 20 729 1698 474 234 516 120^ 287 296 302 197 908 207 467 557 523 332 140^ 17 134^ 96^																																
5.00 - 5.30 A 8.8 19 737 1646 437 242 494 117^ 263 266 279 208 884 193 438 530 518 332 163 17 105^ 77^																																
5.30 - 6.00																																
WOMEN'S INDOOR TENNIS(S) 174 A 2.9 9 243 1021 367^119^ 383^ 17 120^103^ 222^263^ 329^107^ 107^160^ 152^169^ 165^ 37^ 144^ 94^																																
1 SAT. 12.00N 120 CBS SE 92																																
12.00 - 12.30 A 2.6 8 218 986^ 267^189^ 331^ 64^ 133^ 69^ 166^198^ 166^ 78^ 78^ 78^ 88^ 88^ 132^ 82^ 357^ 202^																																
12.30 - 1.00 A 2.7 8 226 996^ 354^146^ 354^ 17 80^ 80^ 213^274^ 261^133^ 133^151^ 128^110^ 195^ 22^ 186^ 128^																																
1.00 - 1.30 A 3.2 10 268 1097 443^108^ 443^ 17 141^141^ 286^302^ 402^104^ 104^212^ 201^190^ 218^ 38^ 34^ 34^																																
1.30 - 2.00 A 3.0 9 251 1004 390^ 44^ 390^ 17 107^107^ 215^283^ 462^108^ 108^187^ 191^275^ 112^ 20^ 40^ 40^																																

Nielsen NATIONAL TV AUDIENCE ESTIMATES

LIVE MON FEB 20, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 25,810 30.8															
	ABC TV	ABC MONDAY NIGHT MOVIE SUPERMAN II (SD)(S)(OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 15,250 18.2 15.9* 16.9* 18.4* 19.0* 20.6* 18.2*															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ % 27 23 * 24 * 26 * 27 * 31 * 29 *															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 32,010 38.2															
	CBS TV	MASTER OF THE GAME PT.2 (8:00-11:01PM) (SD)(S)(OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 23,210 27.7 25.1* 26.7* 27.7* 28.3* 29.0* 29.6*															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ % 40 36 * 37 * 39 * 41 * 43 * 47 *															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 20,360 24.3															
	NBC TV	TV BLOOPERS & PRAC. JOKES (SD) SUPER NIGHT-ROCK-N-ROLL (SD)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 15,000 17.9 17.8* 18.1* 12.4 14.4* 12.8* 11.8*															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ % 25 26 * 25 * 18 20 * 18 * 18 *															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 19,190 22.9															
	ABC TV	THAT'S INCREDIBLE (SUS-SD) ABC MONDAY NIGHT MOVIE LACE, PART 2 (SD)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 14,160 16.9 15.5* 18.5* 31.7 31.2* 31.8* 32.2*															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ % 23 22 * 25 * 46 42 * 44 * 48 *															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 20,530 24.5															
	CBS TV	SCARECROW & MRS. KING (SD) AFTERMASH NEWHART EMERALD POINT, N.A.S.															
	AVERAGE AUDIENCE (Households (000) & %)	{ 16,260 19.4 19.3* 19.4* 11,560 11,650 7,710															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ % 27 27 * 26 * 13.9 13.9 9.2 9.6* 8.8*															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 24,130 28.8															
	NBC TV	TV BLOOPERS & PRAC. JOKES (SD) BOB HOPE SPECIAL-WAIKIKI WONDERFUL TV GAME SHOWS															
	AVERAGE AUDIENCE (Households (000) & %)	{ 18,270 21.8 21.3* 22.2* 14,670 12,230															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ % 30 30 * 30 * 24 25 * 24 * 23 23 *															
TV HOUSEHOLDS USING TV WK. 1		62.9	64.9	65.3	66.5	68.4	71.1	71.6	71.7	70.5	70.4	69.7	69.2	67.6	66.3	64.6	60.9
(See Def. 1)		66.4	67.5	68.4	69.4	70.2	71.6	72.8	74.4	73.8	73.1	72.0	71.5	68.1	65.9	63.3	60.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. MON. FEB. 27, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		{		12,570 15.0		10,220 12.2		13,830 16.5		12,070 14.4		12,400 14.8					
ABC TV		{		FOUL UPS, BLEEPS- BLUNDERS		RIPLEY'S BELIEVE IT-NT SP (AUS-307)		THREE'S COMPANY		OH MADELINE (SD)		HART TO HART					
AVERAGE AUDIENCE (Households (000) & %)		{		10,730 12.8		8,800 10.5		12,400 14.8		11,060 13.2		9,550 11.4		11.8*		11.0*	
SHARE OF AUDIENCE %		{		18		15		21		19		18		19*		18*	
AVG. AUD. BY ¼ HR. %		{		12.5		13.0		10.3		10.7		14.2		15.4		13.2	
TOTAL AUDIENCE (Households (000) & %)		{		31,340 37.4													
CBS TV		{						MASTER OF THE GAME PT 3 (SD)									
AVERAGE AUDIENCE (Households (000) & %)		{		23,630 28.2		25.1*		26.9*		28.0*		28.9*		30.0*		30.3*	
SHARE OF AUDIENCE %		{		42		36*		38*		40*		43*		47*		51*	
AVG. AUD. BY ¼ HR. %		{		24.5		25.8		26.5		27.2		28.1		28.7		29.0	
TOTAL AUDIENCE (Households (000) & %)		{		21,200 25.3				15,420 18.4				13,070 15.6					
NBC TV		{				A TEAM (SD)		RIPTIDE (SD)				REMINGTON STEELE					
AVERAGE AUDIENCE (Households (000) & %)		{		18,100 21.6		20.7*		22.5*		12,650 15.1		15.3*		14.9*		10,640 12.7	
SHARE OF AUDIENCE %		{		31		30*		32*		22		22*		22*		21	
AVG. AUD. BY ¼ HR. %		{		19.9		21.5		22.8		22.1		15.6		14.9		15.3	
TOTAL AUDIENCE (Households (000) & %)		{		12,650 15.1		10,060 12.0		12,910 15.4		10,910 12.9		12,490 14.9					
ABC TV		{		FOUL UPS, BLEEPS- BLUNDERS (S)(OP)		RIPLEY'S BELIEVE IT-NT SP (AUS-307)		THREE'S COMPANY		OH MADELINE (SD)		HART TO HART					
AVERAGE AUDIENCE (Households (000) & %)		{		10,310 12.3		8,880 10.6		10,810 12.9		9,220 11.0		9,550 11.4		11.1*		11.8*	
SHARE OF AUDIENCE %		{		17		14		17		15		18		17*		19*	
AVG. AUD. BY ¼ HR. %		{		12.7		11.9		10.6		10.7		12.0		13.8		10.9	
TOTAL AUDIENCE (Households (000) & %)		{		44,330 52.9													
CBS TV		{						GRAMMY AWARDS (8:00-11:21PM) (SD)(-OP)									
AVERAGE AUDIENCE (Households (000) & %)		{		25,810 30.8		28.3*		31.0*		33.1*		33.6*		32.6*		29.4*	
SHARE OF AUDIENCE %		{		45		39*		41*		44*		46*		49*		47*	
AVG. AUD. BY ¼ HR. %		{		27.6		29.0		30.5		31.5		33.9		32.2		33.8	
TOTAL AUDIENCE (Households (000) & %)		{		21,370 25.5				16,420 19.6				13,830 16.5					
NBC TV		{				A TEAM (SD)		RIPTIDE (SD)				REMINGTON STEELE					
AVERAGE AUDIENCE (Households (000) & %)		{		17,180 20.5		19.7*		21.4*		12,740 15.2		15.0*		15.4*		11,230 13.4	
SHARE OF AUDIENCE %		{		28		27*		29*		21		20*		21*		21	
AVG. AUD. BY ¼ HR. %		{		18.7		20.6		21.8		20.9		15.3		14.8		15.3	
TV HOUSEHOLDS USING TV (See Def. 1)		{		WK 1 60.7		62.6		65.1		66.0		68.8		70.4		70.3	
		{		WK 2 66.0		66.6		67.4		68.7		70.8		73.0		74.7	
		{										69.8		70.1		68.5	
		{										75.1		74.9		73.5	
		{												67.3		64.2	
		{												71.5		67.5	
		{														62.9	
		{														61.1	
		{														58.6	

TV HOUSEHOLDS USING TV	WK 1	60.7	62.6	65.1	66.0	68.8	70.4	70.3	70.9	69.8	70.1	68.5	67.3	64.2	62.9	61.1	58.6
(See Def. 1)	WK. 2	66.0	66.6	67.4	68.7	70.8	73.0	74.7	75.0	75.1	74.9	73.5	71.5	67.5	65.5	63.4	60.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. FEB 27, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		23,550 28.1																24,130 28.8				20,110 24.0																																							
ABC TV		REAGAN NEWS CONF.-ABC (8:00-8:39PM) (SD)																FALL GUY (8:39-9:39PM) (SD)(-OP)				DYNASTY (9:39-10:39PM) (OP)(SD)(-OP)				HOTEL (10:39-11:39PM) (OP)(-OP)																																			
AVERAGE AUDIENCE (Households (000) & %)		16,680 19.9																16.9*				21.1*				23.0				21.5*				23.6*				19.4				19.8*																			
SHARE OF AUDIENCE %		30																26 *				32 *				36				32 *				37 *				38				35 *																			
AVG. AUD. BY ¼ HR. %		15.3																17.5				20.4				21.8				21.2				21.6				23.4				23.9				19.9				19.7											
TOTAL AUDIENCE (Households (000) & %)		19,110 22.8																CBS WEDNESDAY NIGHT MOVIE TAPS (8:39-11:08PM) (SD)(-OP)																																											
CBS TV		REAGAN NEWS CONF.-CBS (8:00-8:39PM) (SD)																																																											
AVERAGE AUDIENCE (Households (000) & %)		9,550 11.4																11.5*				11.0*				11.0*				11.3*				12.0*																											
SHARE OF AUDIENCE %		18																18 *				17 *				17 *				18 *				21 *																											
AVG. AUD. BY ¼ HR. %		11.5																11.5				11.0				10.9				11.2				10.8				11.1				11.6				11.9				12.1											
TOTAL AUDIENCE (Households (000) & %)		18,350 21.9																15,920 19.0																13,320 15.9				13,990 16.7																							
NBC TV		REAGAN NEWS CONF.-NBC (8:00-8:39PM) (SD)																REAL PEOPLE (8:39-9:39PM) (OP)(SD)				FACTS OF LIFE				NIGHT COURT (SD)				ST. ELSEWHERE (10:30-11:30PM) (-OP)																															
AVERAGE AUDIENCE (Households (000) & %)		12,230 14.6																13.6*				15.4*				16.6				11,730 14.0				10,890 13.0				13.0*																							
SHARE OF AUDIENCE %		22																21 *				23 *				25				22				24				23 *																							
AVG. AUD. BY ¼ HR. %		12.4																14.1				15.9				14.9				15.7				17.5				14.2				13.9				12.7				13.3											
TOTAL AUDIENCE (Households (000) & %)		22,880 27.3																24,050 28.7																21,450 25.6																											
ABC TV		FALL GUY (SD)																DYNASTY (SD)				HOTEL																																							
AVERAGE AUDIENCE (Households (000) & %)		17,770 21.2																19.8*				22.7*				20,280 24.2				23.6*				24.9*				18,180 21.7				22.1*				21.3*															
SHARE OF AUDIENCE %		32																30 *				33 *				36				35 *				37 *				36 *				36 *				37 *															
AVG. AUD. BY ¼ HR. %		18.9																20.7				22.4				23.0				23.1				24.0				24.7				25.2				22.4				21.7				21.5				21.1			
TOTAL AUDIENCE (Households (000) & %)		13,660 16.3																15,080 18.0																																											
CBS TV		BODY HUMAN JOURNEY WITHIN (SD)																CBS WEDNESDAY NIGHT MOVIE THE PARADE																																											
AVERAGE AUDIENCE (Households (000) & %)		8,630 10.3																11.3*				9.4*				8,800 10.5				10.1*				10.6*				10.7*				10.7*																			
SHARE OF AUDIENCE %		15																17 *				14 *				16				15 *				16 *				17 *				19 *																			
AVG. AUD. BY ¼ HR. %		11.8																10.7				9.6				9.2				10.5				9.8				10.6				10.5				10.9				10.5				10.6				10.8			
TOTAL AUDIENCE (Households (000) & %)		18,940 22.6																17,010 20.3																14,920 17.8				15,670 18.7																							
NBC TV		REAL PEOPLE (SD)																FACTS OF LIFE				NIGHT COURT				ST. ELSEWHERE																																			
AVERAGE AUDIENCE (Households (000) & %)		14,500 17.3																16.7*				17.8*				15,000 17.9				15.9				13,320 15.1				12,650 15.1				15.2*				15.1*															
SHARE OF AUDIENCE %		26																25 *				26 *				26				24				25				25 *				26 *				26 *															
AVG. AUD. BY ¼ HR. %		16.0																17.4				17.9				17.8				17.5				18.4				16.1				15.7				15.0				15.3				15.4				14.8			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1		59.2		61.4		62.2		63.6		62.2		62.5		63.7		65.0		66.0		67.2		66.3		64.9		62.4		61.8		59.0		55.4																											
		WK. 2		61.9		63.9		65.0		65.1		64.9		66.4		67.6		68.0		68.1		68.6		68.0		66.5		62.6		60.8		58.5		56.3																											

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	59.2	61.4	62.2	63.6	62.2	62.5	63.7	65.0	66.0	67.2	66.3	64.9	62.4	61.8	59.0	55.4
	WK. 2	61.9	63.9	65.0	65.1	64.9	66.4	67.6	68.0	68.1	68.6	68.0	66.5	62.6	60.8	58.5	56.3

U.S. TV Households: 83,800,000

For explanation of symbols See page A

EVE. WED. FEB. 29, 1984

Nelson NATIONAL TV AUDIENCE ESTIMATES

EVE THU. MAR. 1, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{			
	ABC TV	{		{		{		{		{		{		{		{			
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{			
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{			
	CBS TV	{		{		{		{		{		{		{		{			
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{			
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{			
	NBC TV	{		{		{		{		{		{		{		{			
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{			
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{			
	ABC TV	{		{		{		{		{		{		{		{			
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{			
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{			
	CBS TV	{		{		{		{		{		{		{		{			
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{			
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{			
	NBC TV	{		{		{		{		{		{		{		{			
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{			
TV HOUSEHOLDS USING TV		WK. 1	WK. 2	57.0	59.1	60.7	62.0	63.5	65.1	65.8	66.3	65.7	66.1	65.4	64.8	62.7	61.8	58.8	55.7
(See Def. 1)		WK. 1	WK. 2	59.5	62.2	63.7	64.6	65.6	67.4	68.2	69.0	68.4	68.4	66.5	65.8	64.5	64.5	63.1	60.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

EVE THU. MAR. 1, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		16,930 20.2	17,850 21.3		15,340 18.3		{		14,160 16.9		{			
	ABC TV	{		{		BENSON		WEBSTER (SD)		BLUE THUNDER (SD)		{		MATT HOUSTON		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		15,080 18.0	16,090 19.2		11,560 13.8		13.6*	14.1*		11,980 14.3	13.6*	14.9*		
	SHARE OF AUDIENCE %	{		{		30	31		21		21 *	22 *		23	22 *	25 *		
W E E K 2	AVG. AUD. BY ¼ HR.	{		{		17.0	19.1	19.0	19.4	13.4	13.8	13.9	14.3	13.4	13.9	14.7	15.1	
	TOTAL AUDIENCE (Households (000) & %)	{		{		17,260 20.6	{		25,220 30.1		{		21,290 25.4		{			
	CBS TV	{		{		DUKES OF HAZZARD (SD)		{		DALLAS		{		FALCON CREST		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		13,320 15.9	15.0*	16.7*		26.1	25.0*	27.1*		18,180 21.7	22.1*	21.3*		
W E E K 3	SHARE OF AUDIENCE %	{		{		26	25 *	27 *		40	39 *	41 *		35	36 *	35 *		
	AVG. AUD. BY ¼ HR.	{		{		14.8	15.2	16.1	17.4	24.0	26.0	27.3	27.0	22.3	21.8	21.5	21.1	
	TOTAL AUDIENCE (Households (000) & %)	{		{		17,600 21.0	{		FR MOVIE OF THE WEEK-NBC BLUE LAGOON(R) (SD)		{		16,840 20.1		TV CENSORED BLOOPERS #7			
	NBC TV	{		{		{		{		{		{		{		{		
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	{		{		9,220 11.0	9.6*	10.2*		11.8*		12.4*		13,240 15.8	15.7*	16.0*		
	SHARE OF AUDIENCE %	{		{		18	16 *	17 *		18 *		19 *		26	25 *	26 *		
	AVG. AUD. BY ¼ HR.	{		{		9.5	9.7	10.1	10.2	12.0	11.5	12.0	12.8	15.1	16.3	16.3	15.7	
	TOTAL AUDIENCE (Households (000) & %)	{		{		16,080 18.0	16,510 19.7		16,000 17.9		{		16,520 22.1		{			
W E E K 5	ABC TV	{		{		BENSON		WEBSTER (SD)		BLUE THUNDER (SD)		{		MATT HOUSTON		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		13,160 15.7	14,670 17.5		11,650 13.9		14.3*	13.5*		14,580 17.4	17.1*	17.8*		
	SHARE OF AUDIENCE %	{		{		27	29		22		23 *	22 *		31	29 *	32 *		
	AVG. AUD. BY ¼ HR.	{		{		14.8	16.6	17.0	18.0	14.4	14.1	13.5	13.5	16.5	17.6	18.1	17.6	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		{		17,510 20.9	{		24,300 29.0		{		17,770 21.2		EMERALD POINT, N.A.S. (B)			
	CBS TV	{		{		DUKES OF HAZZARD (SD)		{		DALLAS		{		{				
	AVERAGE AUDIENCE (Households (000) & %)	{		{		13,070 15.6	14.9*	16.3*		21,540 25.7	24.9*	26.4*		13,320 15.9	16.6*	15.1*		
	SHARE OF AUDIENCE %	{		{		26	25 *	27 *		41	40 *	42 *		28	28 *	28 *		
W E E K 7	AVG. AUD. BY ¼ HR.	{		{		14.7	15.1	15.6	16.9	24.1	25.7	26.5	26.3	17.7	15.6	15.0	15.1	
	TOTAL AUDIENCE (Households (000) & %)	{		{		11,060 13.2	{		8,210 9.8		{		10,730 12.8		{			
	NBC TV	{		{		MASTER (SD)		{		LEGMEN (SD)		{		NEW SHOW				
	AVERAGE AUDIENCE (Households (000) & %)	{		{		8,460 10.1	9.9*	10.4*		5,780 6.9	6.9*	6.9*		7,370 8.8	9.0*	8.6*		
W E E K 8	SHARE OF AUDIENCE %	{		{		17	17 *	17 *		11	11 *	11 *		16	15 *	16 *		
	AVG. AUD. BY ¼ HR.	{		{		9.8	10.0	10.7	10.1	7.1	6.7	6.9	6.9	8.7	9.3	8.9	8.3	
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	55.9	57.4	57.9	58.6	58.9	60.2	60.8	61.7	63.2	64.7	65.6	65.4	62.2	61.8	61.3	59.9
		WK. 2	53.4	54.8	55.5	57.4	57.9	59.5	60.8	61.8	61.4	62.1	62.5	62.4	59.1	57.7	56.1	53.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR. 25, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					16,260 19.4				20,450 24.4				17,010 20.3			
	ABC TV								T. J. HOOKER (SD)				LOVE BOAT (SD)				FANTASY ISLAND	
	AVERAGE AUDIENCE (Households (000) & %)	{					13,410 16.0	15.2*		16.9*	16,170 19.3	19.0*		19.6*	13,490 16.1	16.6*		15.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					27 14.4	26 *		28 *	32 18.5	31 *		33 *	29 16.6	30 *		29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					11,820 14.1				23,720 28.3							
	CBS TV								WHIZ KIDS (SD)						SPECIAL MOVIE PRSNT-SAT SHARKEY'S MACHINE (9:00-11:34PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{					8,380 10.0	9.7*		10.2*	12,990 15.5	15.0*		14.7*		16.0*		15.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					17 9.7	17 *		17 *	28 14.7	25 *		25 *		29 *		30 *
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{					18,270 21.8				11,150 13.3		11,820 14.1		11,650 13.9			
	NBC TV								DIFF'RENT STROKES-SAT. (SD)		WE GOT IT MADE		MAMA'S FAMILY				YELLOW ROSE	
	AVERAGE AUDIENCE (Households (000) & %)	{					14,580 17.4	17.1*		17.7*	9,800 11.7		10,390 12.4		8,800 10.5	10.4*		10.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					29 16.5	29 *		29 *	19 12.0		21 11.5		19 10.6	19 *		20 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{					16,590 19.8				18,860 22.5				16,510 19.7			
	ABC TV								T. J. HOOKER (SD)				LOVE BOAT (SD)				FANTASY ISLAND	
	AVERAGE AUDIENCE (Households (000) & %)	{					13,240 15.8	14.5*		17.1*	15,840 18.9	18.3*		19.5*	13,580 16.2	16.0*		16.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					27 13.8	25 *		29 *	32 17.4	31 *		33 *	30 16.0	29 *		31 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{					14,920 17.8				16,420 19.6				16,840 20.1			
	CBS TV								RINGLING BROTHERS CIRCUS (SD)				AIRWOLF				MIKE HAMMER	
	AVERAGE AUDIENCE (Households (000) & %)	{					11,400 13.6	13.1*		14.0*	13,070 15.6	15.3*		15.8*	13,660 16.3	16.3*		16.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					23 12.8	23 *		24 *	26 15.3	26 *		27 *	30 16.2	30 *		31 *
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{					15,250 18.2		13,490 16.1		10,890 13.0		11,480 13.7		10,560 12.6			
	NBC TV								DIFF'RENT STROKES-SAT. (SD)	SILVER SPOONS (SD)	WE GOT IT MADE		MAMA'S FAMILY (R)				LONE STAR (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					13,320 15.9		12,320 14.7		9,720 11.6		10,060 12.0		7,290 8.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					28 15.2		25 16.7		20 14.6		20 14.8		16 11.5		17 *	8.4*
TV HOUSEHOLDS USING TV		WK. 1	52.4	54.2	56.0	57.1	58.0	59.2	59.8	60.6	60.6	60.6	59.9	59.6	56.6	55.3	54.0	53.0
(See Def. 1)		WK. 2	52.9	54.1	55.0	55.3	56.9	57.8	58.5	59.1	58.4	59.2	59.4	58.9	55.5	54.8	53.8	52.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SAT. MAR. 3, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 4,610
(Households (000) & %) { 5.5

ABC TV

WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 4,360
(Households (000) & %) { 5.2
SHARE OF AUDIENCE % 11
AVG. AUD. BY ¼ HR. % 5.2

W

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

SPECIAL MOVIE
PRST-SAT
SHARKEY'S MACHINE
(9:00-11:34PM)

AVERAGE AUDIENCE {
(Households (000) & %) { 16.5*
SHARE OF AUDIENCE % 33*
AVG. AUD. BY ¼ HR. % 16.6 16.4 12.6

K

1

TOTAL AUDIENCE { 12,150
(Households (000) & %) { 14.5

NBC TV

SATURDAY NIGHT
(11:30-12:53AM)
(SUSTAINING 12:53-1:00AM)

AVERAGE AUDIENCE { 6,790
(Households (000) & %) { 8.1 9.5* 7.9* 6.5*
SHARE OF AUDIENCE % 23 23* 23* 22*
AVG. AUD. BY ¼ HR. % 9.6 9.3 8.2 7.6 6.6 6.3

TOTAL AUDIENCE { 3,940
(Households (000) & %) { 4.7

ABC TV

ABC
WEEKEND
REPORT-
SAT

AVERAGE AUDIENCE { 3,850
(Households (000) & %) { 4.6
SHARE OF AUDIENCE % 10
AVG. AUD. BY ¼ HR. % 4.6

W

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

K

2

TOTAL AUDIENCE { 12.2
(Households (000) & %) {

NBC TV

SATURDAY NIGHT
(11:30-12:49AM)
(SUSTAINING 12:49-1:00AM)

AVERAGE AUDIENCE { 6,120
(Households (000) & %) { 7.3 8.5* 7.1* 5.8*
SHARE OF AUDIENCE % 22 22* 22* 21*
AVG. AUD. BY ¼ HR. % 8.6 8.4 7.4 6.7 5.9 5.3

TV HOUSEHOLDS USING TV WK. 1	50.7	48.8	42.7	38.9	34.9	32.5	29.7	28.1	24.7	22.1	19.4	17.7	15.2	13.5	12.1	10.7
(See Def. 1) WK. 2	49.0	45.4	39.8	37.6	34.4	31.1	28.2	25.7	23.1	20.8	17.9	15.2	13.1	11.7	10.2	8.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	17,010 20.3				32,430 38.7											
	ABC TV		RIPLEY'S BELIEVE IT-NOT										ABC SUNDAY NIGHT MOVIE LACE, PART 1 (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	11,480 13.7	12.3*		15.0*	23,630 28.2	25.6*		27.4*		28.3*	28.9*	29.4*	29.6*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{	21 11.9	19*	13.5	22*	39 25.1	36*	26.1	37*	27.8	38*	39*	42*	45*	29.4	29.8	29.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	27,650 33.0				31,840 38.0											
	CBS TV		60 MINUTES										SPECIAL MOVIE PRSNT-SUN STAR WARS (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	20,360 24.3	23.4*		25.3*	21,030 25.1	25.3*		26.0*		26.4*	25.9*	25.4*	21.7*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{	37 22.4	36*	25.8	37*	35 25.1	35*	25.5	35*	26.4	36*	35*	36*	33*	25.9	24.1	19.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,790 8.1				18,270 21.8											
	NBC TV		FIRST CAMERA										NBC SUNDAY NIGHT MOVIE URBAN COWBOY(R) (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,270 5.1	5.3*		4.9*	8,800 10.5	8.8*		9.7*		10.7*	10.8*	11.4*	11.6*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{	8 5.6	8*	4.7	7*	15 8.4	12*	9.2	13*	10.0	14*	15*	16*	18*	10.9	11.8	12.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	14,830 17.7				18,440 22.0					31,090 37.1						
	ABC TV		RIPLEY'S BELIEVE IT-NOT										ABC SUNDAY NIGHT MOVIE A STREETCAR NAMED DESIRE (9:00-11:35PM) (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	10,730 12.8	11.5*		14.1*	14,410 17.2	16.1*		18.3*		19,360 23.1	23.6*	24.3*	23.8*	22.7*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{	21 10.7	19*	13.6	23*	26 15.8	25*	17.6	28*	19.0	39 23.7	36*	37*	39*	40*	22.8	22.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	25,060 29.9				16,260 19.4		13,490 16.1		17,100 20.4		17,600 21.0		19,780 23.6			
	CBS TV		60 MINUTES										SUZANNE PLESHETTE SHOW FOUR SEASONS (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	19,610 23.4	22.6*		24.3*	13,990 16.7		11,900 14.2		14,410 17.2		15,250 18.2		15,840 18.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{	38 21.4	38*	24.1	39*	26 17.7		22 14.2		26 15.9		28 18.5		32 18.2		30*	34*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,540 7.8				17,180 20.5				17,180 20.5							
	NBC TV		FIRST CAMERA										KNIGHT RIDER (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	3,850 4.6	4.8*		4.5*	13,740 16.4	15.2*		17.6*		8,380 10.0	10.4*	10.7*	9.8*	9.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{	8 5.1	8*	4.2	7*	25 14.1	24*	16.3	27*	17.5	16*	16*	16*	16*	9.3	9.4	8.9
TV HOUSEHOLDS USING TV		WK. 1	64.1	65.4	66.9	68.8	70.9	72.0	73.5	74.5	74.2	74.3	74.0	73.1	71.4	69.9	68.3	63.1
(See Def. 1)		WK. 2	59.0	61.1	61.8	62.6	63.9	65.1	65.4	66.6	66.0	66.6	66.2	65.1	62.1	59.8	57.9	56.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 5,450
(Households (000) & %) { 6.5

ABC TV

ABC
WEEKEND
REPORT-
SUM

AVERAGE AUDIENCE { 5,200
(Households (000) & %) { 6.2
SHARE OF AUDIENCE % 13
AVG. AUD. BY ¼ HR. % 6.2

W

E

E

K

1

TOTAL AUDIENCE { 5,950
(Households (000) & %) { 7.1

CBS TV

CBS
SUNDAY
NEWS-
050000

AVERAGE AUDIENCE { 5,450
(Households (000) & %) { 6.5
SHARE OF AUDIENCE % 13
AVG. AUD. BY ¼ HR. % 6.5

TOTAL AUDIENCE { 2,600
(Households (000) & %) { 3.1

NBC TV

NBC LATE NIGHT MOVIE
THE GIRLS OF THE WHITE ORCHID(A)
(11:30-1:33AM)

AVERAGE AUDIENCE { 1,260
(Households (000) & %) { 1.5
SHARE OF AUDIENCE % 7
AVG. AUD. BY ¼ HR. % 1.8

TOTAL AUDIENCE { 4.2
(Households (000) & %) { 4.2

ABC TV

(1)
(OP)

ABC
WEEKEND
REPORT-
SUM.

AVERAGE AUDIENCE { 3,180
(Households (000) & %) { 21.8*
SHARE OF AUDIENCE % 43*
AVG. AUD. BY ¼ HR. % 22.0

W

E

E

K

2

TOTAL AUDIENCE { 4,940
(Households (000) & %) { 5.9

CBS TV

CBS
SUNDAY
NEWS-
050000

AVERAGE AUDIENCE { 4,860
(Households (000) & %) { 5.8
SHARE OF AUDIENCE % 11
AVG. AUD. BY ¼ HR. % 5.8

TOTAL AUDIENCE { 2,180
(Households (000) & %) { 2.6

NBC TV

NBC LATE NIGHT MOVIE
FRENCH POSTCARDS
(11:30-1:27AM)
(5JSTAINING 1:27-1:34AM)

AVERAGE AUDIENCE { 1,010
(Households (000) & %) { 1.2
SHARE OF AUDIENCE % 5
AVG. AUD. BY ¼ HR. % 1.8

TV HOUSEHOLDS USING TV	WK 1	50.7	43.8	35.6	30.8	26.4	23.6	20.4	18.4	15.9	13.5	10.6	9.1	8.5	7.6	6.8	5.9
(See Def. 1)	WK. 2	52.3	48.3	38.9	32.4	26.2	23.2	19.8	18.0	15.6	13.8	12.1	9.8	8.0	7.2	6.7	6.1

U.S. TV Households: 83,800,000

(1) ABC SUNDAY NIGHT MOVIE, A STREETCAR NAMED DESIRE, ABC, (9:00-11:33PM)

For explanation of symbols, See page A

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			5,200 6.2				6,030 7.2									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)	GOOD MORNING, AMERICA-730 (PARTICIPATING)			GOOD MORNING, AMERICA-830 (CO-OP)	GOOD MORNING, AMERICA-830 (PARTICIPATING)								
	AVERAGE AUDIENCE (Households (000) & %)	{			4,110 4.9				4,940 5.9									
	SHARE OF AUDIENCE %				23				25									
	AVG. AUD. BY ¼ HR. %				4.7	5.1			5.9	6.0								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			3,440 4.1				3,850 4.6				5,280 6.3		5,360 6.4			
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)	{			2,850 3.4				3,100 3.7				4,440 5.3		4,610 5.5			
	SHARE OF AUDIENCE %				16				16				21		21			
	AVG. AUD. BY ¼ HR. %				3.4	3.3			3.6	3.8			5.0	5.5	5.4	5.7		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			4,110 4.9				4,440 5.3				4,530 5.4		4,780 5.7			
	NBC TV				TODAY SHOW-7:30AM (CO-OP)	TODAY SHOW-7:30AM (PARTICIPATING)			TODAY SHOW-8:30AM (CO-OP)	TODAY SHOW-8:30AM (PARTICIPATING)			FACTS OF LIFE M-F		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)	{			3,100 3.7				3,890 4.4				3,940 4.7		4,110 4.9			
	SHARE OF AUDIENCE %				18				19				19		19			
	AVG. AUD. BY ¼ HR. %				3.7	3.8			4.3	4.5			4.4	4.9	4.9	5.0		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			6,200 7.4				6,540 7.8									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)	GOOD MORNING, AMERICA-730 (PARTICIPATING)			GOOD MORNING, AMERICA-830 (CO-OP)	GOOD MORNING, AMERICA-830 (PARTICIPATING)								
	AVERAGE AUDIENCE (Households (000) & %)	{			4,940 5.9				5,530 6.6									
	SHARE OF AUDIENCE %				25				27									
	AVG. AUD. BY ¼ HR. %				5.8	6.0			6.8	6.6								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			3,440 4.1				3,850 4.6				5,780 6.9		6,120 7.3			
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)	{			2,770 3.3				3,100 3.7				4,860 5.8		5,280 6.3			
	SHARE OF AUDIENCE %				14				15				22		23			
	AVG. AUD. BY ¼ HR. %				3.2	3.4			3.6	3.9			5.6	6.1	6.2	6.4		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			4,940 5.9				5,110 6.1				4,610 5.5		4,860 5.8			
	NBC TV				TODAY SHOW-7:30AM (CO-OP)	TODAY SHOW-7:30AM (PARTICIPATING)			TODAY SHOW-8:30AM (CO-OP)	TODAY SHOW-8:30AM (PARTICIPATING)			FACTS OF LIFE M-F		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)	{			3,850 4.6				4,110 4.9				3,850 4.6		4,360 5.2			
	SHARE OF AUDIENCE %				20				20				17		19			
	AVG. AUD. BY ¼ HR. %				4.7	4.5			4.9	5.0			4.4	4.9	5.0	5.3		
TV HOUSEHOLDS USING TV WK 1		12.7	14.7	17.0	18.3	19.6	21.6	22.3	22.9	23.2	23.7	24.0	24.3	24.6	25.5	25.8	26.0	
(See Def. 1) WK 2		14.4	16.9	18.8	20.4	21.9	22.9	23.4	24.4	24.9	25.3	25.2	25.6	25.9	26.6	27.0	27.5	

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,190 5.0		4,020 4.8		5,030 6.0		4,940 5.9		9,970 11.9				9,130 10.9			
	ABC TV		BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,520 4.2		3,520 4.2		4,190 5.0		4,270 5.1		7,710 9.2		8.7*		9.6*		8.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 4.1		16 4.3		18 4.2		17 4.7		28 8.2		27* 9.2		29* 9.4		26* 7.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,540 9.0		10,390 12.4				10,390 12.4				8,720 10.4				6,370 7.6	
	CBS TV		PRICE IS RIGHT 1 (PM/TH)(5)(OP)		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,540 7.8		8,880 10.6				8,130 9.7				7,210 8.6				5,700 6.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 7.3		40 10.3				33 9.6		9.8* 9.9		32* 9.5		25* 8.3		23 6.8	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,710 9.2		5,030 6.0		3,100 3.7		3,350 4.0		7,880 9.4				6,120 7.3			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,790 8.1		4,440 5.3		2,600 3.1		2,850 3.4		6,290 7.5		7.3*		4,610 5.5		5.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	31 8.1		20 5.3		11 3.1		12 3.3		23 7.1		23* 7.5		18 5.8		18* 5.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,190 5.0		3,600 4.3		4,860 5.8		5,200 6.2		10,390 12.4				9,220 11.0			
	ABC TV		BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,520 4.2		3,180 3.8		4,190 5.0		4,360 5.2		8,040 9.6		9.1*		8,960 8.3		8.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 4.2		14 3.7		17 4.6		17 4.9		28 8.7		27* 9.5		26* 8.4		27* 8.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,880 9.4		11,310 13.5				10,310 12.3				8,800 10.5				6,700 8.0	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,040 8.4		9,800 11.7				7,880 9.4				7,290 8.7				6,030 7.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30 7.9		42 11.2				31 9.5		9.5* 9.5		30* 9.2		25* 8.6		23 7.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,380 10.0		5,110 6.1		3,350 4.0		3,440 4.1		7,710 9.2				6,030 7.2			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	7,210 8.6		4,530 5.4		2,850 3.4		2,930 3.5		6,450 7.7		7.5*		4,780 5.7		5.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	31 8.6		19 5.4		11 3.4		11 3.3		23 7.5		22* 7.5		18 5.9		18* 5.6	
TV HOUSEHOLDS USING TV WK. 1			26.0	26.8	26.7	27.3	28.3	29.5	29.6	30.3	31.7	32.8	32.6	32.4	31.1	30.8	29.4	30.6
(See Def. 1)		WK. 2	27.5	27.9	27.6	28.7	30.4	31.4	30.9	32.2	33.2	33.7	33.5	33.2	31.9	31.9	30.9	32.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

{ 10,640
12.7

3,180
3.8

10,220

ABC TV

GENERAL HOSPITAL

EDGE OF NIGHT

12.2

ABC WORLD NEWS
TONIGHT

AVERAGE AUDIENCE
(Households (000) & %)

{ 8,380
10.0

2,770
3.3

8,720

SHARE OF AUDIENCE %

30

10

10.4

AVG. AUD. BY ¼ HR. %

9.7

3.4

18

W

TOTAL AUDIENCE
(Households (000) & %)

{ 8,970
10.7

4,110
4.9

13,660

CBS TV

GUIDING LIGHT
(50)

TATTLTALES

16.3

CBS EVENING NEWS-
RATHER

AVERAGE AUDIENCE
(Households (000) & %)

{ 7,540
9.0

3,440
4.1

11,980

SHARE OF AUDIENCE %

27

12

14.3

AVG. AUD. BY ¼ HR. %

8.4

4.0

25

K

1

TOTAL AUDIENCE
(Households (000) & %)

{ 4,940
5.9

10,060

NBC TV

MATCH GM/HOLLYWOOD SQS HR

12.0

NBC NIGHTLY NEWS

AVERAGE AUDIENCE
(Households (000) & %)

{ 3,440
4.1

4.3*

8,720

SHARE OF AUDIENCE %

12

13 *

10.4

AVG. AUD. BY ¼ HR. %

3.7

4.5

18

10.1 10.8

TOTAL AUDIENCE
(Households (000) & %)

{ 11,230
13.4

3,100
3.7

11,650

ABC TV

GENERAL HOSPITAL

EDGE OF NIGHT

13.9

ABC WORLD NEWS
TONIGHT

AVERAGE AUDIENCE
(Households (000) & %)

{ 8,720
10.4

2,770
3.3

10,060

SHARE OF AUDIENCE %

30

9

12.0

AVG. AUD. BY ¼ HR. %

10.2

3.4

20

12.0 11.9

W

TOTAL AUDIENCE
(Households (000) & %)

{ 8,970
10.7

3,940
4.7

13,580

CBS TV

GUIDING LIGHT
(50)

TATTLTALES

16.2

CBS EVENING NEWS-
RATHER

AVERAGE AUDIENCE
(Households (000) & %)

{ 7,370
8.8

3,350
4.0

11,980

SHARE OF AUDIENCE %

25

11

14.3

AVG. AUD. BY ¼ HR. %

8.5

3.9

24

14.4 14.2

K

2

TOTAL AUDIENCE
(Households (000) & %)

{ 5,280
6.3

10,640

NBC TV

MATCH GM/HOLLYWOOD SQS HR

12.7

NBC NIGHTLY NEWS

AVERAGE AUDIENCE
(Households (000) & %)

{ 3,770
4.5

4.7*

9,390

SHARE OF AUDIENCE %

13

13 *

11.2

AVG. AUD. BY ¼ HR. %

4.0

4.8

19

10.9 11.5

TV HOUSEHOLDS USING TV WK. 1

WK. 2

32.3

33.8

34.6

35.2

33.9

35.4

37.0

39.1

41.0

43.3

45.4

48.3

51.2

53.5

54.9

56.8

(See Def. 1)

34.0

35.3

36.4

37.5

36.7

38.1

39.9

41.8

43.5

45.9

47.7

49.9

53.4

56.1

58.3

59.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						4,110 4.9	4,940 5.9		5,360 6.4		5,200 6.2		5,700 6.8		5,610 6.7	
	ABC TV						MONCHHICHS (SD)	RASCALS/RICHIE RICH		NEW SCOOPY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)						3,350 4.0	4,020 4.8		4,360 5.2		4,440 5.3		4,940 5.9		4,860 5.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 3.5	22 4.6		20 5.0		18 5.1		19 5.4		19 5.6	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	2,350 2.8						4,190 5.0	6,450 7.7				6,290 7.5	5,700 6.8			
	CBS TV	CAPTAIN KANGAROO-SAT					CHARLIE BROWN/SNOOPY SHOW (SD)	SATURDAY SUPERCARDE						DUNGEONS AND DRAGONS (SD)	TARZAN LORD OF JUNGLE (SD)	BUGS BUNNY/ROAD RUNNER I	
	AVERAGE AUDIENCE (Households (000) & %)	1,260 1.1	1,260 1.2*		1,940 1.9*	3,270 3.9	4,190 5.0	4,360 4.3*		5,200 6.2		5,200 6.2		4,610 5.5	4,610 5.5	4,690 5.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	14 .9	14 1.4		15 2.2	22 3.7	21 4.0	20 4.6		22 5.5		22 5.9		18 6.1	18 6.3	18 5.7	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						4,360 5.2	5,950 7.1		7,370 8.6		8,300 9.9		9,230 10.9		8,300 9.9	
	NBC TV						FLINTSTONE FUNNIES (SD)	SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)						3,350 4.0	4,610 5.5		6,200 7.4		7,290 8.7		7,710 9.2		7,040 8.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 3.6	25 4.4		29 5.1		30 7.0		30 8.6		28 8.7	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)						3,600 4.3	4,760 5.7		4,610 5.5		4,940 5.9		5,150 6.6		4,370 5.1	
	ABC TV						MONCHHICHS (SD)	RASCALS/RICHIE RICH		NEW SCOOPY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)						2,930 3.5	3,770 4.5		4,020 4.8		4,110 4.9		4,690 5.6		3,770 4.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 3.2	22 3.8		20 4.3		18 4.7		19 4.9		16 4.7	
E E K 5	TOTAL AUDIENCE (Households (000) & %)	2,260 2.7						3,350 4.0	6,700 8.0				6,370 7.6	5,200 6.2			
	CBS TV	CAPTAIN KANGAROO SAT					CHARLIE BROWN/SNOOPY SHOW (SD)	SATURDAY SUPERCARDE						DUNGEONS AND DRAGONS (SD)	TARZAN LORD OF JUNGLE (SD)	BUGS BUNNY/ROAD RUNNER I	
	AVERAGE AUDIENCE (Households (000) & %)	1,260 1.5	1,260 1.3*		1,940 1.8*	2,770 3.3	4,110 4.9	4,360 4.1*		5,200 6.3		5,280 6.3		4,360 5.2	4,360 5.2	4,020 4.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	15 1.0	16 1.5		16 1.9	20 3.0	22 3.5	20 4.4		24 5.8		23 5.7		18 6.3	18 6.4	17 4.6	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						3,940 4.7	5,870 7.0		7,210 8.6		8,460 10.1		8,630 10.3		8,300 9.9	
	NBC TV						FLINTSTONE FUNNIES (SD)	SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)						3,350 4.0	4,690 5.6		5,780 6.9		7,460 8.9		7,210 8.6		7,210 8.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 3.5	27 4.5		28 5.2		33 6.0		30 7.6		30 8.9	
TV HOUSEHOLDS USING TV		WK. 1	9.5	11.1	12.9	15.4	17.9	20.1	21.9	23.9	25.5	27.3	28.1	28.9	30.3	30.5	30.8
(See Def. 1)		WK. 2	8.4	10.5	11.6	13.5	16.3	18.9	20.7	23.0	24.5	25.8	27.2	27.6	28.2	28.7	29.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE (Households (000) & %)		{	5,450 6.5	6,030 7.2	6,540 7.8	6,290 7.5												
ABC TV			PUPPY-FURTHER ADVENTURES	BEST OF SCOOPY DOO (SD)	ABC WEEKEND SPECIALS THE DOG DAYS OF ARTHUR CAINE, PT2	AMERICAN BANDSTAND												
AVERAGE AUDIENCE (Households (000) & %)		{	4,610 5.5	4,940 5.9	5,360 6.4	3,850 4.6	4.7*							4.6*				
SHARE OF AUDIENCE %			18	19	19	14	14 *							14 *				
AVG. AUD. BY ¼ HR. %			5.4	5.5	5.9	5.8	6.2	6.6	4.9	4.4	4.7	4.5						
TOTAL AUDIENCE (Households (000) & %)		{	5,280 6.3	5,030 6.0	6,700 8.0	11,650 13.9												
CBS TV			BUGS BUNNY/ROAD RUNNER 2	BUGS BUNNY/ROAD RUNNER 3 (SD)	WOMEN'S INDOOR TENNIS										CBS NCAA BASKETBALL-SAT GEORGETOWN VS BOSTON AUBURN VS LOUISIANA (2:00-4:18PM)			
AVERAGE AUDIENCE (Households (000) & %)		{	4,270 5.1	4,270 5.1	2,430 2.9	2.6*	2.7*							3.2*	3.0*	5.5	4.3*	5.1*
SHARE OF AUDIENCE %			17	16	9	8 *	8 *							10 *	9 *	16	13 *	16 *
AVG. AUD. BY ¼ HR. %			5.2	5.0	5.3	5.0	2.7	2.5	2.6	2.8	3.1	3.2	3.0	3.0	4.2	4.3	4.9	5.4
TOTAL AUDIENCE (Households (000) & %)		{	8,800 10.5	7,040 8.4	7,710 9.2	6,370 7.6												
NBC TV			MR. T	SPIDERMAN/HULK 1	SPIDERMAN/HULK 2 (SD)	THUNDARR												
AVERAGE AUDIENCE (Households (000) & %)		{	7,290 8.7	6,120 7.3	6,540 7.8	5,360 6.4												
SHARE OF AUDIENCE %			29	24	24	20												
AVG. AUD. BY ¼ HR. %			8.5	8.8	7.2	7.3	8.0	7.6	6.2	6.7								
TOTAL AUDIENCE (Households (000) & %)		{	4,360 5.2	4,360 5.2	4,270 5.1	5,360 6.4												
ABC TV			PUPPY-FURTHER ADVENTURES	BEST OF SCOOPY DOO (SD)	ABC WEEKEND SPECIALS THE PUPPY SAVES THE CIRCUS	AMERICAN BANDSTAND												
AVERAGE AUDIENCE (Households (000) & %)		{	3,600 4.3	3,690 4.4	3,350 4.0	2,850 3.4	2.9*							3.9*				
SHARE OF AUDIENCE %			15	16	14	12	10 *							13 *				
AVG. AUD. BY ¼ HR. %			4.5	4.1	4.2	4.6	4.0	3.9	2.8	3.0	3.8	4.0						
TOTAL AUDIENCE (Households (000) & %)		{	6,030 7.2	5,360 6.4	3,020 3.6	3,600 4.3	3,100 3.7	2,350 2.8	9,890 11.8									
CBS TV			BUGS BUNNY/ROAD RUNNER 2	BUGS BUNNY/ROAD RUNNER 3 (SD)	BISKITTS (SD)	BENJI, ZAX & THE-PRINCE (SD)	NEW FAT ALBERT SHOW (SD)	CBS CHILDREN'S FILM FEST.	CBS NCAA BASKETBALL-SAT ST. JOHN'S VS VILLANOVA MEMPHIS STATE VS LOUISVILLE (2:00-4:16PM)									
AVERAGE AUDIENCE (Households (000) & %)		{	5,030 6.0	4,190 5.0	2,430 2.9	2,850 3.4	2,600 3.1	1,930 2.3	3,520 4.2									
SHARE OF AUDIENCE %			21	18	10	12	11	8	14									
AVG. AUD. BY ¼ HR. %			6.0	6.1	5.2	4.7	2.9	2.8	3.2	3.6	3.0	3.1	2.5	2.0	3.4	3.6	3.8	3.8
TOTAL AUDIENCE (Households (000) & %)		{	6,370 7.6	5,610 6.7	5,780 6.9	5,280 6.3	8,630 10.3											
NBC TV			MR. T	SPIDERMAN/HULK 1	SPIDERMAN/HULK 2 (SD)	THUNDARR	NCAA BASKETBALL-REG'L LOUISIANA STATE VS KENTUCKY ARIZONA STATE VS STANFORD MULTI-SEGMENT TELECAST											
AVERAGE AUDIENCE (Households (000) & %)		{	5,530 6.6	4,530 5.4	4,690 5.6	4,360 5.2	3,180 3.8	4.3*							4.0*	3.7*	3.4*	
SHARE OF AUDIENCE %			23	19	19	18	12	15 *							14 *	12 *	11 *	
AVG. AUD. BY ¼ HR. %			6.9	6.4	5.0	5.8	5.5	5.0	5.4	4.7	3.9	3.8	4.2	4.0	3.5	3.3	3.5	

TV HOUSEHOLDS USING TV	WK. 1	30.5	30.1	30.3	31.2	32.9	33.4	32.7	33.2	32.8	32.8	33.5	34.0	34.0	33.6	33.3	33.9
(See Def. 1)	WK. 2	28.6	28.3	28.0	28.8	29.2	29.8	29.7	29.4	28.6	28.7	28.3	29.1	30.2	31.1	30.4	30.4

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	3,180 3.8		10,560 12.6						13,910 16.6							
			SPORTSBEAT		PRO BOWLERS TOUR						ABC WIDE WORLD-SPORTS SAT							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,430 2.9		6,540 7.8	6.5*		6.1*		8.7*	7,210 8.6	8.4*		8.6*			8.7*	
WEEK 2	SHARE OF AUDIENCE %	{	8		20	17 *		21 *		21 *	19	20 *		19 *			18 *	
	AVG. AUD. BY ¼ HR. %	{	2.9	2.8	6.1	6.9	7.7	8.4	8.7	8.6	8.3	8.5	8.5	8.7	9.0		8.5	
	TOTAL AUDIENCE (Households (000) & %)	{					11,730 14.0									10,390 12.4		
	CBS TV																	
WEEK 3			CBS NCAA BASKETBALL-SAT GEORGETOWN VS BOSTON AUBURN VS LOUISIANA (2:00-4:18PM)(-OP)						CBS SPORTS SATURDAY (4:18-5:59PM) (OP)						CBS SAT. NEWS-SCHIEFFER			
	AVERAGE AUDIENCE (Households (000) & %)	{		5.6*		6.2*		6.7*		7.9*		8.9*			8,630 10.3			
	SHARE OF AUDIENCE %	{		16 *		17 *		19		17 *		20 *		21 *	20			
	AVG. AUD. BY ¼ HR. %	{	5.4	5.8	6.0	6.4	7.3	5.9	6.3	7.1	7.7	8.0	8.6	9.2	10.0	10.6		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{					7,370 8.8									8,210 9.8		
	NBC TV																	
			NCAA BASKETBALL-NAT'L KENTUCKY VS GEORGIA												NBC NIGHTLY NEWS-SAT.			
	AVERAGE AUDIENCE (Households (000) & %)	{					3,100 3.7	3.7*		3.6*		3.6*		3.8*		6,620 7.9		
WEEK 5	SHARE OF AUDIENCE %	{					9	10 *		9 *		9 *		9 *		16		
	AVG. AUD. BY ¼ HR. %	{					3.7	3.7	3.8	3.4	3.7	3.5	3.5	4.0		7.9	7.9	
	TOTAL AUDIENCE (Households (000) & %)	{	2,430 2.9		10,220 12.2						13,670 18.7							
	ABC TV																	
WEEK 6			SPORTSBEAT		PRO BOWLERS TOUR						ABC WIDE WORLD-SPORTS SAT							
	AVERAGE AUDIENCE (Households (000) & %)	{	2,010 2.4		5,610 6.7	5.1*		7.0*		8.0*	8,130 9.7	9.0*		10.4*		9.5*		
	SHARE OF AUDIENCE %	{	8		19	16 *		20 *		21 *	23	23 *		25 *		20 *		
	AVG. AUD. BY ¼ HR. %	{	2.4	2.3	4.7	5.4	6.4	7.7	8.1	7.9	8.7	9.4	10.0	10.8	9.7	9.4		
WEEK 7	TOTAL AUDIENCE (Households (000) & %)	{					8,970 10.7									8,970 10.7		
	CBS TV																	
			CBS NCAA BASKETBALL SAT ST. JOHN'S VS VILLANOVA MEMPHIS STATE VS LOUISVILLE (2:00-4:18PM)(-OP)						CBS SPORTS SATURDAY (4:18-5:59PM) (OP)						CBS SAT. NEWS-SCHIEFFER			
	AVERAGE AUDIENCE (Households (000) & %)	{					3,440 4.1			4.4*		4.5*		3.3*		7,710 9.2		
WEEK 8	SHARE OF AUDIENCE %	{		4.2*		4.7*	11			12 *		12 *		9 *		18		
	AVG. AUD. BY ¼ HR. %	{	4.1	4.3	4.4	5.0	5.8	3.9	4.2	4.6	5.1	4.0	3.3	3.3		9.0	9.3	
	TOTAL AUDIENCE (Households (000) & %)	{		6,540 7.8							4,110 4.9					7,630 9.1		
	NBC TV																	
WEEK 9			(1) (-OP)	NCAA BASKETBALL-NAT'L UNIVERSITY OF LAS VEGAS VS OKLAHOMA (3:21-5:07PM) (OP)(-OP)										HONDA CLASSIC-SAT (5:07-6:00PM) (OP)			NBC NIGHTLY NEWS-SAT.	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,600 3.1			2.3*		2.8*		3.9*	2,600 3.1	3.3*		3.0*		6,120 7.3		
	SHARE OF AUDIENCE %	{	9			7 *		8 *		11 *	8	9 *		8 *		15		
	AVG. AUD. BY ¼ HR. %	{	4.2	2.3	2.3	2.3	2.4	3.1	3.7	4.2	3.6	3.1	3.1	2.9		7.0	7.7	
TV HOUSEHOLDS USING TV		WK. 1	34.4	35.5	37.0	38.4	38.5	39.7	40.0	41.3	41.4	42.8	44.3	45.5	47.9	48.9	49.9	51.7
(See Def. 1)		WK. 2	29.7	30.4	31.1	32.9	35.2	36.2	37.3	38.2	38.8	39.9	40.1	41.6	45.4	48.1	49.2	50.8

U.S. TV Households: 83,800,000

(1) NCAA BASKETBALL-REG'L, LOUISIANA ST. VS KENTUCKY ARIZONA ST. VS STANFORD, NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A

DAY SAT. MAR. 3, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {
(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {
(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

6.1	8.1	9.5	11.0	13.1	15.0	16.8	19.4	21.7	24.0	25.7	27.5	29.5	30.2	29.8	30.7
7.0	8.1	10.0	12.1	14.5	16.4	17.8	20.4	22.6	24.5	24.2	25.4	26.5	27.1	27.5	28.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. MAR. 4, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	5,950 7.1 ← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS) 5,360 6.4 16,760 20.0 AMERICAN SPORTSMAN (1)																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	3,690 4.4 4.1* 4.7* 4,110 4.9 6,700 8.0 8.1*																
	SHARE OF AUDIENCE %	13 12* 14* 13 19 21*																
W E E K 2	AVG. AUD. BY ¼ HR. %	4.1 4.2 4.6 4.7 4.2 5.5 8.0 8.3																
	TOTAL AUDIENCE (Households (000) & %)	12,400 14.8 FOR OUR TIMES (SJS) NBA ON CBS LOS ANGELES VS PHILADELPHIA CBS NCAA BASKETBALL-SUN LOUISVILLE VS DEPAUL (2:30-4:33PM)																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	5,280 6.3 4.1* 5.2* 7.2* 7.8* 7.1* 5.9 5.5*																
W E E K 1	SHARE OF AUDIENCE %	18 13* 16* 21* 21* 19* 15 14*																
	AVG. AUD. BY ¼ HR. %	3.7 4.6 4.8 5.7 6.7 7.6 7.7 7.9 7.9 6.4 5.7 5.4																
	TOTAL AUDIENCE (Households (000) & %)	3,850 4.6 MEET THE PRESS NBC RELIGIOUS SERIES (SUS) NCAA BASKETBALL GAME-SUN ARKANSAS VS HOUSTON MICHIGAN STATE VS INDIANA (2:00-4:00PM)																
	NBC TV																	
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)	3,100 3.7 3.4 3.1* 3.4*																
	SHARE OF AUDIENCE %	11 9 8* 9*																
	AVG. AUD. BY ¼ HR. %	3.7 3.6 2.9 3.4 3.6 3.3																
	TOTAL AUDIENCE (Households (000) & %)	6,450 7.7 ← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS) 5,110 6.1 16,910 20.2 AMERICAN SPORTSMAN USFL FOOTBALL N.J. VS JACKSONVILLE BIRMINGHAM VS L.A. (2:30-6:01PM)																
W E E K 2	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	4,020 4.8 4.6* 5.0* 3,770 4.5 6,620 7.9 6.5*																
	SHARE OF AUDIENCE %	15 14* 15* 13 20 18*																
	AVG. AUD. BY ¼ HR. %	4.3 4.9 5.1 5.0 3.9 5.1 6.1 6.9																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	12,740 15.2 FOR OUR TIMES (SJS) NBA ON CBS LOS ANGELES VS DETROIT 11,560 13.8 (2)																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	5,360 6.4 4.5* 6.0* 6.4* 7.4* 7.7* 5,450 6.5 6.0*																
	SHARE OF AUDIENCE %	19 14* 18* 19* 21* 21* 17 17*																
W E E K 2	AVG. AUD. BY ¼ HR. %	4.1 4.9 5.7 6.4 6.1 7.3 7.7 7.7 6.1 5.9																
	TOTAL AUDIENCE (Households (000) & %)	3,020 3.6 MEET THE PRESS 5,450 6.5 NCAA BASKETBALL GAME-SUN VIRGINIA VS MARYLAND																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	2,350 2.8 2.4 2.1* 2.5* 2.6* 2.3*																
W E E K 1	SHARE OF AUDIENCE %	8 7 6* 7* 7* 6*																
	AVG. AUD. BY ¼ HR. %	2.8 2.8 2.3 2.0 2.4 2.5 2.7 2.5 2.5 2.1																
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	31.6	31.8	32.2	32.4	32.4	32.8	32.8	33.3	34.1	35.2	35.9	36.7	36.8	37.8	39.1	40.1
		WK. 2	30.0	30.7	32.0	32.6	32.5	33.0	32.0	33.3	33.5	34.3	34.7	35.5	35.7	36.4	36.1	37.0

U.S. TV Households: 83,800,000

(1) USFL FOOTBALL, NEW JERSEY VS BIRMINGHAM & OAKLAND VS ARIZONA, ABC, MULTI-SEGMENT TELECAST

(2) CBS NCAA BASKETBALL-SUN, HOUSTON VS ARKANSAS & INDIANA VS ILLINOIS, CBS, (2:30-4:37PM)

For explanation of symbols, See page A.

DAY SUN. MAR. 4, 1984

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	7,880 9.4
	ABC TV																	ABC WRD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																	6,790
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	8.1 14 7.8 8.4
E E K 2	TOTAL AUDIENCE (Households (000) & %)																	10,140 12.1
	CBS TV																	10,060 12.0
	AVERAGE AUDIENCE (Households (000) & %)																	8,630
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	10.3 18 10.0 10.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	8,210 9.8
	NBC TV																	NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)																	6,620
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	7.9 13 8.0 7.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	8,300 9.9
	ABC TV																	ABC WRD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																	6,620
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	7.9 15 7.9 7.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	10,810 12.9
	CBS TV																	10,980 13.1
	AVERAGE AUDIENCE (Households (000) & %)																	8,630
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	10.3 20 9.8 10.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	7,540 9.0
	NBC TV																	NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)																	6,370
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	7.6 14 7.7 7.4
TV HOUSEHOLDS USING TV WK. 1			40.8	40.9	41.1	41.5	41.4	42.0	43.2	44.6	46.4	48.3	49.0	50.9	55.0	57.6	59.7	62.0
(See Def. 1) WK. 2			37.9	38.4	38.9	40.0	40.8	41.0	41.9	43.0	44.0	45.1	46.0	48.1	51.8	52.9	54.8	56.4

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. MAR. 4, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON	1	8.55- 8.56PM	8.45	13,490	16.1	13,490	16.1	22	16.1								
ABC ABC BUSINESS BRIEF-MON.(SUS)	2	8.58- 8.59PM	8.45														
ABC '84 VOTE:IA CAUCUS-10:42P(S)	1	10.42-10.44PM	10.30	15,590	18.6	14,920	17.8	27	17.8								
CBS MASTER OF THE GAME PT.2(S)	1	8.00-11.01PM	-GRID 11.00	32,010	38.2	23,210	27.7	40	21.3								
EVENING TUESDAY																	
ABC '84 VOTE:NH PRIMRY- 8:02P(S)	2	8.02- 8.04PM	8.00								10,640	12.7	10,060	12.0	18	12.0	
ABC ABC BUSINESS BRIEF-TUE.(SUS)		8.58- 8.59PM	8.45														
CBS GRAMMY AWARDS(S)	2	8.00-11.21PM	-GRID 11.00 11.15								44,330	52.9	25,810	30.8	45	26.9 23.9	
EVENING WEDNESDAY																	
ABC FALL GUY	1	8.39- 9.39PM	-GRID 9.30	23,550	28.1	16,680	19.9	30 22.7*	22.7								
ABC ABC BUSINESS BRIEF-WED	2	8.58- 8.59PM	8.45														
	1	9.37- 9.38PM	9.30	17,770	21.2	17,770	21.2	32	21.2		19,530	23.3	19,530	23.3	34	23.3	
ABC DYNASTY	1	9.39-10.39PM	-GRID	24,130	28.8	19,270	23.0	36									
ABC HOTEL	1	10.39-11.39PM	10.30 -GRID 11.00 11.15 11.30	20,110	24.0	16,260	19.4	38 24.2* 19.4* 18.4*	24.2 40* 38* 42*								
CBS CBS WEDNESDAY NIGHT MOVIE	1	8.39-11.08PM	-GRID 11.00	19,110	22.8	9,550	11.4	18 11.5*	11.5								
NBC ST. ELSEWHERE	1	10.30-11.30PM	-GRID 11.00 11.15	13,990	16.7	10,890	13.0	24 13.0*	13.5 26*								
EVENING THURSDAY																	
ABC ABC BUSINESS BRIEF-THU.(SUS)		8.58- 8.59PM	8.45														
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.42- 8.43PM	8.30	16,170	19.3	16,170	19.3	32	19.3								
	2	8.43- 8.44PM	8.30								14,080	16.8	14,080	16.8	28	16.8	
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	14,080	16.8	14,080	16.8	28	16.8		14,670	17.5	14,670	17.5	30	17.5	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	14,330	17.1	14,330	17.1	29	17.1		14,920	17.8	14,920	17.8	30	17.8	
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	10,060	12.0	10,060	12.0	20	12.0		10,730	12.8	10,730	12.8	22	12.8	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	10,220	12.2	10,220	12.2	20	12.2		9,130	10.9	9,130	10.9	18	10.9	
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	2	8.30- 8.32PM	8.30								14,410	17.2	14,250	17.0	26	17.0	
	1	9.01- 9.03PM	9.00	22,790	27.2	22,460	26.8	36	26.8								

NielSEN NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVE. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVE. AUD. BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY-CONT'D																			
ABC ABC SUNDAY NIGHT MOVIE	2	9.00-11.33PM	→GRID 11.30																
ABC ABC NEWSBRIEF-SUN.	1	9.57- 9.58PM	9.45	23,130	27.6	23,130	27.6	38	27.6										
	2	9.54- 9.56PM	9.45																
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45																
	1	9.01- 9.02PM	9.00	19,690	23.5	19,690	23.5	32	23.5										
NBC NBC NEWS DIGEST-SUN	2	8.58- 8.59PM	8.45																
	1	9.16- 9.17PM	9.15	7,460	8.9	7,460	8.9	12	8.9										
NBC NBC NEWS DIGEST-2-SUN.	2	9.40- 9.41PM	9.30																
	1	10.02-10.03PM	10.00	7,790	9.3	7,790	9.3	13	9.3										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F		>	9.45 10.30	13,410	16.0	13,740	16.4	25	14.5 21.6	M-F WED.	15,340	18.3	14,410	17.2	26	18.1	M-F		
ABC '84 VOTE:IA CAUCUS-11:30P(S)	1	11.30-12.07AM	11.30 11.45 12.00	6,120	7.3	4,360	5.2 5.5* 11.9*	16 16* 14*	6.3 4.8 3.9	MON. MON. MON.									
ABC '84 VOTE:NH PRIMRY-11:30P(S)	2	11.30-12.09AM	11.30 11.45 12.00								6,790	8.1	4,440	5.3 5.6* 4.1*	15 15* 14*	6.2 4.9 4.1	TUE. TUE. TUE.		
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30 11.45	5,700	6.8	4,610	5.5	15	6.3 4.7	TUTHF TUTHF	6,700	8.0	5,610	6.7	19	7.4 6.1	MWTHF MWTHF		
ABC ABC NEWS:NIGHTLINE-MON(S)	1	12.07-12.37AM	12.00 12.15 12.30	2,600	3.1	2,260	2.7	11	3.0 2.6 2.3	MON. MON. MON.									
ABC ABC NEWS:NIGHTLINE-TUE(S)	2	12.09-12.39AM	12.00 12.15 12.30								3,180	3.8	2,510	3.0	12	3.3 3.0 2.8	TUE. TUE. TUE.		
ABC ABC NEWS:NIGHTLINE-WED(B)	1	12.09-12.39AM	12.00 12.15 12.30	4,360	5.2	3,520	4.2	15	5.4 4.2 3.6	WED. WED. WED.									
ABC EYE ON HOLLYWOOD		>	12.00 12.15 12.30	1,840	2.2	1,510	1.8	6	1.9 1.7 1.8	TUTHF TUTHF TH&F	2,350	2.8	1,840	2.2	8	2.5 2.1 1.9	MWTHF MWTHF MWTH		
CBS NEWSBREAK-M-F		>	8.45 9.00 9.15	15,750	18.8	16,840	20.1	29	21.1 9.5	M-F WED.	15,250	18.2	14,830	17.7	25	14.8 29.8	M-F TUE.		
CBS CAMPAIGN '84:IOWA CAUCUS(S)	1	11.32-12.05AM	11.30 11.45 12.00	8,210	9.8	6,120	7.3	22	8.5 6.6 6.3	MON. MON. MON.									
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45	7,370	8.8	5,200	6.2 6.5*	21 18*	6.8 6.2 6.2 6.1 5.9 5.6	M-F TU-F M-F M-F M-F M-F	6,790	8.1	4,690	5.6 6.1*	20 17*	6.3 5.9 5.9 5.5 5.3 4.5	M-F MWTHF M-F M-F M-F M-F		
CONT'D																			

DAY NETWORK/PROGRAM	VIEW #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVERNING MONDAY-FRIDAY-CONT'D																	
CBS LATE MOVIE I-CONT'D			1.00					5.2*	32*	5.2	MON.					4.7	TUE.
			1.15													4.2	TUE.
			1.30													3.6*	TUE.
		VARIOUS TIMES	(SUS)														
CBS CAMPAIGN '84:N.H.PRIMARY(S)	2	11.52-12.26AM	11.45										7,630	9.1	5,530	6.6	22
			12.00													6.7	TUE.
			12.15													5.1	TUE.
CBS LATE MOVIE II		>	12.30	4,360	5.2	3,440	4.1	23	4.6	M-F	4,360	5.2	3,440	4.1	24	4.6	M-F
			12.45				4.5*	21*	4.6	TU-F				4.4*	21*	4.4	MWTHF
			1.00						4.2	M-F						4.2	MWTHF
			1.15				4.1*	24*	3.9	M-F				4.1*	24*	3.9	MWTHF
			1.30						4.0	M & W						3.9	TUE.
			1.45				3.3*	28*	3.2	M & W						3.7*	30*
			2.00						2.6	MON.						3.5	TUE.
			2.15													3.3*	32*
		VARIOUS TIMES	(SUS)														
CBS CBS NEWS NIGHTWATCH-1		>	2.00	1,510	1.8	1,170	1.4	16	1.5	TU-THS	1,340	1.6	1,170	1.4	15	1.6	M-THSU
			2.15						1.4	TU-THS						1.3	M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	-GRID	2,600	3.1	1,090	1.3	25		M-THSU	2,260	2.7	920	1.1	21		M-THSU
			2.30						1.8	M-THSU						1.5	M-THSU
			2.45														
			3.00														
			3.15														
			3.30														
			3.45														
			4.00														
			4.15														
			4.30														
			4.45														
			5.30														
			5.45														
NBC NBC NEWS DIGEST-M-F		>	8.45	10,890	13.0	10,890	13.0	19	13.8	M-F	10,640	12.7	10,640	12.7	18	12.7	M-F
			9.00						10.9	W & F							
			9.15						12.4	W & F							
NBC NBC NEWS DIGEST-2-M-F		>	9.45	8,970	10.7	8,880	10.6	16	11.0	MWTF	7,710	9.2	8,380	10.0	15	8.9	TU & F
			10.15						10.0	WED.							
NBC DECISION '84-IOWA CAUCUS(S)	1	11.30-11.55PM	11.30	5,360	6.4	4,530	5.4	16	5.8	MON.							
			11.45						4.9	MON.							
NBC DECISION '84-NEW HAMPSHIRE(S)	2	11.30-11.55PM	11.30								7,460	8.9	5,780	6.9	18	7.3	TUE.
			11.45													6.4	TUE.
NBC TONIGHT SHOW		>	11.30	8,970	10.7	5,610	6.7	23	9.3	M-F	9,220	11.0	5,950	7.1	23	8.4	M-F
			11.45				8.8*	24*	7.2	MTUTHF				8.2*	23*	7.3	M-F
			12.00						6.8	M-F						7.0	M-F
			12.15				6.3*	22*	5.9	M-F				6.6*	24*	6.1	M-F
			12.30						5.0	M & W						5.5	TUE.
			12.45				4.5*	21*	4.0	M & W				5.3*	25*	5.0	TUE.
NBC DAVID LETTERMAN I CONT'D		>	12.30	2,510	3.0	2,100	2.5	14	2.8	M-TH	3,020	3.6	2,350	2.8	15	3.3	M-TH

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS:

			WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	(N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TTL CAST DAYS		
			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																		
NBC DAVID LETTERMAN I-CONT'D		12.45 1.00 1.15						2.5 2.5 2.0	MTUTH M & W M & W						2.7 2.2 2.1	M-TH TUE. TUE.		
NBC FRIDAY NIGHT VIDEOS	12.30- 2.00AM	12.30 12.45 1.00 1.15 1.30 1.45	7,540	9.0	3,600	4.3	20	6.0 4.7 4.1 3.6 3.6 3.6	FRI. FRI. FRI. FRI. FRI. FRI.	6,120	7.3	2,680	3.2	16	4.8 3.9 3.4 2.5 2.5 2.3	FRI. FRI. FRI. FRI. FRI. FRI.		
NBC DAVID LETTERMAN II	>	1.00 1.15 1.30 1.45	1,760	2.1	1,510	1.8	13	2.1 1.9 1.7 1.4	M-TH MTUTH M & W M & W	2,180	2.6	1,840	2.2	15	2.4 2.0 1.9 1.9	M-TH M-TH TUE. TUE.		
DAY MONDAY-FRIDAY																		
ABC ABC WORLD NEWS MORN-600A(SUS)	1 6.00- 6.15AM	6.00							M-F									
ABC ABC WORLD NEWS-MORN-600A(SUS)	2 6.00- 6.15AM	6.00														M-F		
ABC ABC WORLD NEWS MORN-615A(SUS)	1 6.15- 6.30AM	6.15							M-F									
ABC ABC WORLD NEWS-MORN-615A(SUS)	2 6.15- 6.30AM	6.15														M-F		
ABC ABC WORLD NEWS-MORN-645A	6.45- 7.00AM	6.45	1,590	1.9	1,510	1.8	14	1.8	M-F	2,100	2.5	1,930	2.3	16	2.3	M-F		
ABC ABC DAYTIME NEWSBRIEF-M-F	1.57- 1.59PM	1.45	7,290	8.7	7,120	8.5	26	8.5	M-F	7,540	9.0	7,290	8.7	26	8.7	M-F		
CBS CBS EARLY MORNING NEWS	6.30- 7.00AM	6.30 6.45	1,590	1.9	1,260	1.5	16	1.4 1.5	M-F M-F	1,760	2.1	1,340	1.6	15	1.5 1.7	M-F M-F		
CBS AMERICA'S BAKE-OFF(S)	1 11.00-11.30AM	11.00 11.15	7,630	9.1	6,540	7.8	32	7.6 8.0	TUE. TUE.									
CBS NEWSBREAK-11.57	11.57-11.59AM	11.45	7,460	8.9	7,210	8.6	32	8.6	M-F	7,880	9.4	7,540	9.0	32	9.0	M-F		
CBS NEWSBREAK-3.57	3.57- 3.59PM	3.45	6,620	7.9	6,200	7.4	22	7.4	M-F	6,540	7.8	6,200	7.4	20	7.4	M-F		
NBC NBC NEWS AT SUNRISE	6.30- 7.00AM	6.30 6.45	1,680	2.0	1,090	1.3	11	1.2 1.5	M-F M-F	1,760	2.1	1,260	1.5	11	1.2 1.7	M-F M-F		
NBC NBC NEWS DIGEST-DAYTIME	2.57- 2.58PM	2.45	3,850	4.6	3,850	4.6	15	4.6	MWF	4,020	4.8	4,020	4.8	15	4.8	MWF		
DAY SATURDAY																		
ABC SCHOOLHOUSE ROCK-8:25AM	8.25- 8.29AM	8.15	4,440	5.3	3,940	4.7	25	4.7		4,020	4.8	3,350	4.0	22	4.0			
ABC MENUDO-10:25AM	10.25-10.29AM	10.15	5,870	7.0	5,110	6.1	20	6.1		5,110	6.1	4,440	5.3	18	5.3			
ABC MENUDO-11:55AM	11.55-11.59AM	11.45	5,780	6.9	5,030	6.0	19	6.0		4,270	5.1	3,850	4.6	16	4.6			
CBS IN THE NEWS- 8.26AM	8.26- 8.29AM	8.15	3,350	4.0	3,020	3.6	19	3.6		3,180	3.8	2,680	3.2	18	3.2			
CBS IN THE NEWS- 9.56AM	9.56- 9.59AM	9.45	5,200	6.2	4,860	5.8	20	5.8		4,940	5.9	4,690	5.6	20	5.6			
CBS IN THE NEWS-10.26AM	2 10.26-10.29AM	10.15								4,440	5.3	4,190	5.0	17	5.0			
CBS IN THE NEWS-10.26AM(B)	1 10.26-10.29AM	10.15	4,610	5.5	4,190	5.0	16	5.0										
CBS IN THE NEWS-11:56AM	11.56-11.59AM	11.45	4,270	5.1	4,020	4.8	15	4.8		4,110	4.9	3,600	4.3	15	4.3			
CBS IN THE NEWS-12:26PM	2 12.26-12.29PM	12.15								2,510	3.0	2,350	2.8	10	2.8			
CBS IN THE NEWS-12.56PM	2 12.56-12.59PM	12.45								3,100	3.7	2,850	3.4	12	3.4			
CBS IN THE NEWS- 1.26PM	2 1.26- 1.29PM	1.15								2,680	3.2	2,600	3.1	11	3.1			

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																			
CBS CBS NCAA BASKETBALL-SAT	1	2.00- 4.18PM	-GRID	11,650	13.9	4,610	5.5	16				9,890	11.8	3,520	4.2	14			
	2	2.00- 4.16PM	-GRID																
		4.15						7.1*	19*	6.1						5.7*	17*	5.1	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,940	4.7	3,770	4.5	24	4.5			4,440	5.3	4,270	5.1	28	5.1		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	5,110	6.1	4,940	5.9	26	5.9			4,940	5.9	4,690	5.6	26	5.6		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,630	9.1	7,370	8.8	29	8.8			7,710	9.2	7,370	8.8	30	8.8		
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	7,040	8.4	6,870	8.2	27	8.2			6,700	8.0	6,450	7.7	26	7.7		
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	6,290	7.5	6,030	7.2	22	7.2			4,530	5.4	4,270	5.1	17	5.1		
NBC NCAA BASKETBALL-REG'L	2	1.00- 3.20PM	-GRID									8,630	10.3	3,180	3.8	12			
		3.15														3.9*	12*	2.8	
NBC NCAA BASKETBALL-NAT'L	2	3.21- 5.07PM	-GRID									6,540	7.8	2,600	3.1	9			
		5.00														4.8*	13*	4.8	
DAY SUNDAY																			
CBS CBS NCAA BASKETBALL-SUN	1	2.30- 4.33PM	-GRID	10,640	12.7	4,940	5.9	15				11,560	13.8	5,450	6.5	17			
	2	2.30- 4.37PM	-GRID													7.0*	17*	7.0	
		4.30							6.6										
NBC HONDA CLASSIC-SUN(S)	2	3.00- 5.20PM	-GRID									8,630	10.3	3,770	4.5	11			
		5.15														6.3*	15*	6.0	

Bulletin

April 27, 1984

THE PRESIDENT'S FEBRUARY 22 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Wednesday February 22, 1984, at 8:00-8:38PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	41.4	34.7
Average Audience		
Households	35.5	29.8
Total Persons*	24.4	53.6
Total Women	26.4	23.1
18-49	19.0	10.5
Total Men	22.8	18.0
18-49	17.3	9.2
Total Teens	27.2	5.8
Total Children*	20.6	6.7

*Excluding children under 2 years of age.

A.C. NIELSEN COMPANY

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April 27, 1984

NIELSEN NATIONAL TV RATINGS REPORT
1ST MARCH 1984
February 20-March 4, 1984

The following revised program audience data are the result of program lineup changes received from the Networks too late for inclusion in the above report.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME		NO. OF T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES							
		WKS 1	DATE	START TIME	DUR	NET	PROG. TYPE ?	WKS 1	WKS 2	WKS 1	WKS 2	E E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
PG. 40															
WEEKEND DAYTIME															
ABC WIDE WORLD-SPORTS SAT 16															
SAT 5:00PM 90 ABC SA															
				189	192	97	97			A	8.8	20	737		
										A	8.3	20	696		
										A	9.2	21	771		
										A	8.9	19	746		
PG. 41															
AMERICAN SPORTSMAN															
SUN 2:00PM 30				ABC	SA	2		155	160	79	82	A	4.7	13	394
PG. 50															
THIS WEEK-DAVID BRINKLEY															
SUN 11:30AM 60				ABC	N	20		171	173	95	94	A	4.6	14	385
										A	4.3	13	360		
										A	4.9	15	411		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

[illegible]

Correction Notice

A C. Nielsen Company

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April 27, 1984

NIELSEN NATIONAL TV RATINGS REPORT 1ST MARCH 1984 February 20-March 4, 1984

Audience estimates for the following program were incorrect in the above report. Correct data are as follows:

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME					NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK 1	DAY	START TIME	DUR	NET	WK 1	WK 2	WK 1	WK 2	E E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
PG. 25												
	EVENING	TUESDAY										
	RIPTIDE			7	202	202	99	99	A	15.3	21	1282
	TUE	9:00PM	60	NBC PD					A	15.3	21	1282
									A	15.3	22	1282

Nielsen NATIONAL TV AUDIENCE ESTIMATES

				WEEK 1							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
PG. A-30 & A-31											
EVE TUESDAY											
NBC RIPTIDE		9:00-10:00PM	9:00	15,670	18.7	12,820	15.3	22	15.9	TUE	
			9:15				15.5	22	15.1	TUE	
			9:30						15.6	TUE	
			9:45				15.1	22	14.7	TUE	

NTI/NAC